Received October 25, 1961
PATENT OFFICE
OCT 25

AA. ELECTRIC LAWN SET . . . Santa and his reindeer to light up your home $7.98

SPENCER GIFTS

Atlantic City, N.J.

CHRISTMAS 1961

SEE PAGE 3 FOR DESCRIPTIONS

B. GIGANTIC SANTA DOORMAN $1.00
Electric . . . . . $2.98 Personalized $1.50

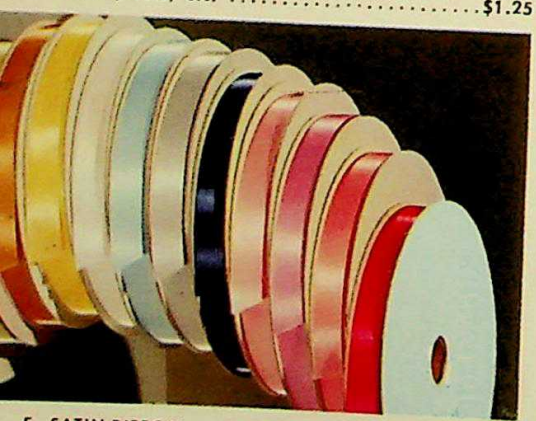
C. SATIN TREE BALLS . . . Grow apples on your Christmas tree. 3 for $1.00

D. GAY 90's TRAY . . . Hand-painted with host & hostess's first & last names $1.98

E. CERAMIC SANTA MUGS . . . Set of 4 different expressions $1.00

A. U.L. APPROVED ELECTRIC FIREPLACE . . . Christmas around a flickering-hearth. $3.98

D. 60 DECORATING DOLLS . . . Tie them on packages, centerpieces, etc. $1.25



F. SATIN RIBBON . . . Less than 1¢ a yard. 2 bolts .98¢

B. GLITTERING FLOWER TIE-ONS . . . Aluminum daisies for your packages. 24 for $1.00

C. PLACEMATS FOR HOLIDAY MEALS . . . Dress your table with Christmas. 6 for. $1.29

E. PERSONALIZED CHRISTMAS BALLS . . . Any name in glitter. 2 for $1.00

G. GLITTERING SNOWFLAKES . . . Reflect your tree lights; 3 sizes. 24 small. . . . . 89¢

HOW TO SAVE ON POSTAGE COSTS

If payment accompanies your order we pay about one-half of postage, handling, and insurance charges. (Chart determines your small part of the costs.)

Orders over $20.00 . . . . No Postage Charge!
Orders from $15.01 to $20.00 . . . . . 95c
Orders from $10.01 to $15.00 . . . . . 85c
Orders from $5.01 to $10.00 . . . . . 65c
Orders from $3.01 to $5.00 . . . . . 45c
Orders up to $3.00 . . . . . 35c

If payment accompanies your order and totals $20.00 or more, we pay ALL postage, handling, and insurance charges.

OUR GUARANTEE

You must be absolutely satisfied, or return any merchandise within 10 days for prompt exchange or refund of the price paid for the merchandise. This is just like a 10 day free trial period. We guarantee all merchandise is honestly pictured, honestly described, honestly priced. Compare us with any store or catalog. Our selections are unique; our service is prompt; our prices are low, low, low! It's fashionable to buy from Spencer Gifts.

CUSTOMER SERVICES

C.O.D. TERMS ARE AVAILABLE . . . send $1.00 and order all you want. Order will be sent C.O.D. for the balance plus all postage, handling, insurance and C.O.D. charges. (Merchandise with S or P in the code number cannot be mailed C.O.D.) This costs you more money, but is a service we offer customers who desire it.

IN A HURRY? . . . Call us long distance Monday through Friday, 9 A.M. to 5 P.M. E.S.T. Sorry, we cannot pay for the call, but we will ship your order C.O.D. the same day. Ask for Miss Jeanne Rogers, your personal shopper, at 345-3141 in Atlantic City.

DESCRIPTION OF ITEMS ON FRONT COVER

A. 10 FOOT ELECTRIC LAWN SET . . . Santa, sleigh, and eight reindeer! Spectacular lighted ornaments add a festive Yuletide glow anywhere; lawn, rooftop, porch. Weatherproof plastic. 21″ high. Complete with bulbs, reflectors; UL Approved outdoor cord, and stakes for anchoring into ground. 110V.
LAWN SET (Z-10025B) . . . **$7.98**

B. LIFE-SIZE SANTA DOORMAN . . . Illuminating front doors with his personal "Merry Christmas"! Or let him boast YOUR family name. Weather-resistant, full-color, lacquered paperboard. 5′ x 21″. State name if pers. Order: **SANTA DOORMAN.**
PLAIN (Z-51292) **$1.00**
PERSONALIZED (SZ-51300) **$1.50**
ELECTRIC complete with outdoor lights (Z-51318) **$2.98**

C. GROW APPLES ON YOUR CHRISTMAS TREE! . . . Delicious looking satin apples add a new kind of charm to decorating your tree. Giant size—3″ diam; spun rayon satin. Unbreakable. Brilliant red with green leaves for authenticity. Ideal, too, for centerpieces and table arrangements.
3 SATIN APPLES (Z-09191B) **$1**

D. PERSONALIZED "GAY NINETIES" HOSTESS TRAY . . . Colorful "Gay Nineties" design on 9″ x 14″ serving tray. Host & hostess's first and last names are hand-painted. Tray has easy-grip raised edges . . . glasses won't slip off! Of heavy gauge—easy to clean metal. State two first names and one last. Colorfast.
PERS. HOSTESS TRAY (SZ-09993B) **$1.98**

E. SANTA MUGS (Z-21741) . . . When guests drop in for a "spot" of holiday cheer, serve them their "liquid refreshments" in these mugs! Each with a different Santa expression. Bright red and white glazed ceramic. Huge capacity. Excellent for eggnog, etc., or fill with holly, cigarettes. One cup capacity. **Set of 4** **$1**

DESCRIPTION OF ITEMS ON PAGE 2

A. LIFESIZE ELECTRIC FIREPLACE . . . The Yule logs flicker warmly . . . inspires an old-fashioned Christmas around the hearth! Sturdy fibreboard; authentic red brick finish & lithographed accessories. 44″ x 40″ x 10½″; folds for storage. U.L. Approved electric flicker attachment. Candles, candlesticks & santa not incl.
ELECTRIC FIREPLACE (Z-53538) **$3.98**

B. GLITTERING DAISY TIE-ONS (Z-51789) . . . Sparkling aluminum foil daisies with flexible chenille covered stems . . . twist them to any position for 1001 decoration ideas! To dress-up gift packages, table scenes; on Christmas trees, wreaths, corsages. In a gay assortment of glitter-trimmed colors: green, red, gold, silver. **24 for** **$1**

C. DRESS YOUR TABLE WITH CHRISTMAS! . . . Beautiful plastic place mats are decorated with brilliant red poinsettias & traditional green pine. Wipe clean with damp cloth; alcohol & stain resistant. Won't crumple—lie flat! 11¼″ x 17¼″. Last year after year!
6 POINSETTIA PLACE MATS (Z-07963B) **$1.29**

D. 60 "YULETIDE DOLLS" FOR HOLIDAY DECORATING (Z-53512) . . . Every gift becomes a "prize package"! Jolly santas, demure little angels, chubby snowmen are just a few of the colorful Christmas characters to enhance your gifts. Each of velvety felt, soft chenille, etc. with wire stems for quick attaching. Average 5″ high.
Set of 60 . . . . . **$1.25**

E. PERSONALIZED CHRISTMAS BALLS (SZ-19547) . . . Resist breakage . . . they'll last and last. Glistening plastic ornaments that shimmer and shine on your tree year after year. Personalized in glittering handpainted letters with any name. Big 2¾″ diameter, pretty assorted holiday colors. Get one for every member of the family. Specify first name for each ball. **2 for** **$1**

F. SATIN RIBBON SPECIAL . . . One hundred yards of finest quality satin ribbon — the kind that costs much more in the stores. Choose any two: white, pink, silver, antique gold, yellow, medium blue, rose, orchid, pastel green, red, green, royal blue. 7/16 of an in. wide. Each bolt 50 yds. (150 ft.)
SATIN RIBBON (Z-00059)
2 bolts (300 ft.) **98c**

G. SPARKLING SNOWFLAKES FOR YOUR TREE! . . . Star performers that catch and reflect your tree lights . . . produce a brilliant rainbow of color! Molded plastic in assorted colors; fit together to form exciting 3-D stars. Order: JEWELED SNOWFLAKES.
24 SMALL (2¼″) (Z-12963B) **89c**
12 MEDIUM (4½″) (Z-12971B) **89c**
6 LARGE (8½″) (Z-12989B) **$1**

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GIANT GARAGE DOOR CHRISTMAS GREETING

5 FEET HIGH— 6 FEET WIDE!

Your garage door "shouts out" your warmest "Seasons Greetings". . . bids a giant holiday welcome to one and all! Brightly flickering candles and traditional poinsettias bloom cheerfully on this novel, giant-sized decoration . . . a full 5 feet x 6 feet (easy to read, you can't miss it). Covers your entire garage door with gracious Yuletide wishes. Bright, festive colors beam on strong paperboard . . . rolls up into reuseable storage tube.

GARAGE DOOR GREETER (PZ-13862B) **$2.98**

GOLDEN E-X-P-A-N-D-I-N-G FOIL WRAP . . . It's the newest! It molds to corners—odd shape packages. Ingenious expanding design GIVES as you use it. Wraps every package perfectly. Gleaming metallic gold sparkles brightly with each move. Cutter edge box eliminates waste. 12 foot roll . . . 20″ wide.

GOLD EXPANDING WRAP (Z-09308B) **$1.98**

HOLIDAY STICK-ON DECORATIONS . . . are an aid to every holiday gift wrapper. Just peel off backing & stick on package. No wetting, licking, etc. 119 pieces—you can mix for your own fun-filled decorations. Use the instructions or your imagination for unique, gay designs. For doors, windows, packages & cards, too.

DECOR-AIDS (Z-15305B) **$1.98**

SPRAY FRANKINCENSE & MYRRH . . . for the true Christmas scent! Sweet, exotic aroma in a spray can. Gently dispersed in every room, it invokes memories of the first Christmas. ". . . and they presented unto Him gifts; gold, and frankincense, and myrrh." (Matt. 2:11). In a handy aerosol can. A new dimension in Christmas decorating. 6 ozs.

CHRISTMAS SPRAY (Z-30684) **$1**

DESCRIPTION OF ITEMS ON PAGE 5

A. 14 PC. ELECTRIC MUSICAL NATIVITY SET . . . Created to relive that most Holy Night! From Italy come beautifully detailed, hand painted figurines of the Holy Family, 3 Wise Men, shepherd & animals . . . nestled in an ILLUMINATED chipboard stable! Swiss music box plays Silent Night. 14 pieces; stable 14″, figurines approx. 3½″. U.L. App.

NATIVITY SET (Z-09563B) **$6.98**

B. ELECTRIC ENCHANTED SNOW CASTLE . . . Castle of white filled with Christmas Spirit! From top window see Santa as he spins & smiles at all . . . from bottom window, a blinker light shines on an elegantly dressed dancing couple. A touch of the switch sends Santa & the happy figures into action. Battery operated (not incl.). 10″ x 5″.

SNOW CASTLE (Z-08359B) **$1.98**

C. A BREATHTAKING CHRISTMAS SCENE . . . YOUR BRILLIANT ALUMINUM POM-POM TREE ILLUMINATED BY ELECTRIC, REVOLVING COLOR WHEEL! . . . A shimmering rainbow of constantly changing colors! Choose sparkling standard Pine-type tree or the new "blossoming" Pom-Pom tree (illustrated) with lavish, full-blown pom-poms blooming from each branch . . . look like shimmering, light reflecting ornaments! Both of full-bodied lifetime aluminum; fire-proof, weatherproof, disassemble for storage. Order: **ALUMINUM POM-POM TREE: 4½ FOOT** (Z-14084B) . . **$7.98; 6½ FOOT** (Z-14092B) . . **$13.98.**

ALUMINUM "PINE" TREE: 2 FOOT (Z-14050B) . . **$2.98; 4½ FOOT** (Z-14068B) . . **$6.98; 6½ FOOT** (Z-14076B) . . **$10.98.**

REVOLVING COLOR PROJECTOR (Z-12559B) . . . brings trees alive with color—bathes them alternately in red, green, blue & gold light. UL Approved electric mechanism. Flood beam. Use on floor or wall. **$6.98**

D. CHRISTMAS MAIL BASKET (Z-53637) . . . The cutest catch-all we've seen this year. Perfect for Christmas cards, cookies, candy. Holiday red basket measures 6¼″ x 3¾″ x 4″ and gaily trimmed with green holly, red berries and Mr. Snowman himself. Can be hung on door by the handle. Stores easily for year to year service.

Just **$1**

F. HERE COMES SANTA! . . . to inject "live action" into your Christmas decorating. Just flick on the switch! Three frisky reindeer prance and gay jingle bells ring as he delivers his gleaming bag of gifts. Bright, sequin-trimmed Christmas colors; sturdy battery-operated construction. (Battery not included.) 10″x4½″ x2½″.

SANTA'S SLED (Z-08375B) **$1.98**

E. CHRISTMAS ORCHESTRA FROM ABOVE . . . 6 heavenly musicians for this Yuletide season! There's a trumpet player, a violinist, a harp player, a cellist, the conductor and a vocalist . . . all wearing gleaming, gilt-edged wings. Exquisitely detailed plastic . . . beautifully hand-painted. Steady non-tip bases . . . approx. 2″ high.

ANGEL BAND (Z-07641B) . . . **$1**

G. ILLUMINATED CHURCH WITH MUSIC . . . Inspirational strains of "Silent Night" peal reverently from behind lighted, colorfully stained windows. Just plug it in for light . . . and wind it up for music. Molded and carefully detailed in durable white plastic with grey roof; 9″ high. Hidden, safe, electric lamp mechanism.

ELEC. MUSICAL CHURCH (Z-08664B) **$4.98**

A. ELECTRIC MUSICAL NATIVITY . . . 14 Italian-made pieces; plays Silent Night.....$6.98

B. ELECTRIC SNOW CASTLE . . . Light shines on action-filled figures $1.98

C. ALUMINUM POM-POM TREE . . . As low as $7.98
REVOLVING ELECTRIC COLOR WHEEL $6.98

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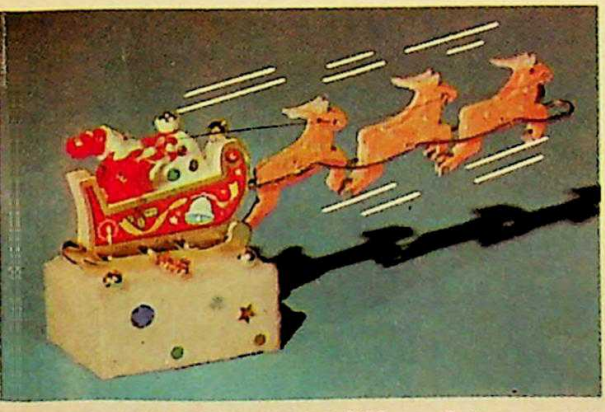
DIVISIONS 81 &

D. MAIL BASKET . . . Hang it or stand it . . . and load it with cards $1.00

E. HANDPAINTED ANGEL BAND . . . Each playing a different instrument. Set.....$1.00



F. LIVE-ACTION SANTA & SLED . . . Battery-operated; just flick on the switch.....$1.98

G. ELECTRIC CHURCH . . . Plug it in for light; wind it up for music.....$4.98

ELECTRIC CHRISTMAS CANES . . . greet your guests with a festive holiday "hello"! Each is a full 20″ high, holding a colorful outdoor bulb (C9½) . . . terrific by driveway, walk, fireplace, tree. Durable weather-resistant plastic. Safe electrical wiring; 18 foot cord. Asst'd colors. Order: **CHRISTMAS CANES**

7 CANES (Z-22061) **$5.98**
14 CANES (Z-59543) **$10.95**

FOR THE "SPIRITS" OF CHRISTMAS . . . a touch of the Christmas Spirit! Festive jacket coasters dress-up drinks to a holiday "T" while they protect tabletops. Gay red & green stripes of stretch rayon knit, crowned with the season's cheerful holly sprig. Absorb moisture—keep glasses dry.

6 CHRISTMAS COASTERS (Z-08268B) **$1**

U. L. APPROVED ELECTRIC WELCOME LANTERNS . . . New holiday greeters that set the letters of "MERRY CHRISTMAS" ablaze with light! Fifteen ornament-styled lanterns are gayly holly-decorated in bright Christmas colors . . . each envelops a large, replaceable electric light! Each jumbo lantern 10″ high x 6″ wide . . . easy to read (lettered on both sides). Durable weather-resistant plastic . . . use indoors or outdoors. 19 foot U. L. Approved cord.

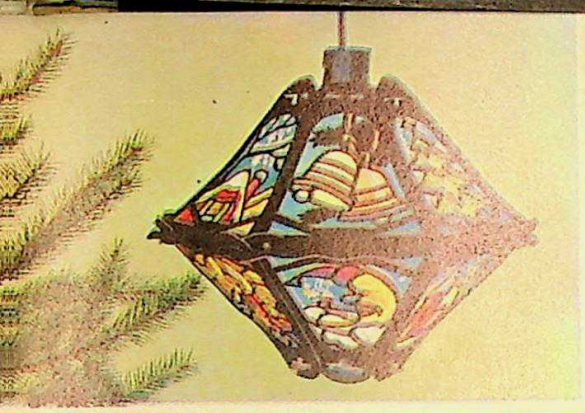
15 NON-ELECTRIC MERRY CHRISTMAS LANTERNS (Z-13185B) **$5.98**
15 ELECTRIC MERRY CHRISTMAS LANTERNS (Z-13193B) **$11.98**

BURNING SYMBOLS OF FESTIVITY . . . The revered Horn of Plenty portrayed in a glittering, gilt-accented candle . . . a burning tribute to two most joyous seasons. Exquisite cornucopias pour forth bountiful holiday decorations. 10″. Order: **CORNUCOPIA CANDLE.**

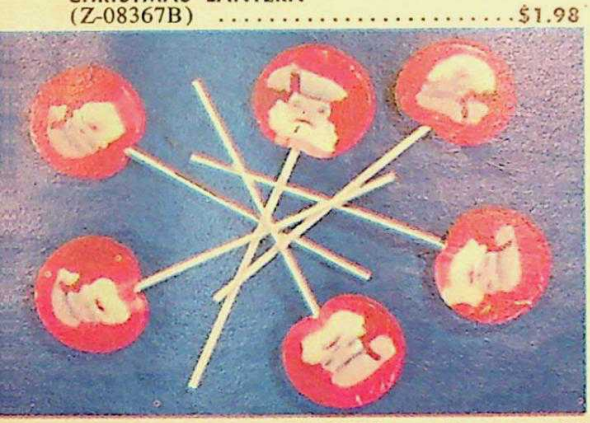
CHRISTMAS (Z-09936B) **$1.59**
HARVEST (Z-09944B) **$1.59**
PAIR (Z-09951B) **$2.98**

MERRY CHRISTMAS MATCHES (Z-51565) . . . *THEY LIGHT WITH A RED OR GREEN FLAME!* Set contains eight shiny, gold colored foil boxes gaily decorated with 3 dimensional holiday ornaments. Safe, 2″ long wooden matches. Extra pretty to perk up the seasonal decorating scheme. Great as party favors, too.

Set of 8 boxes **$1**

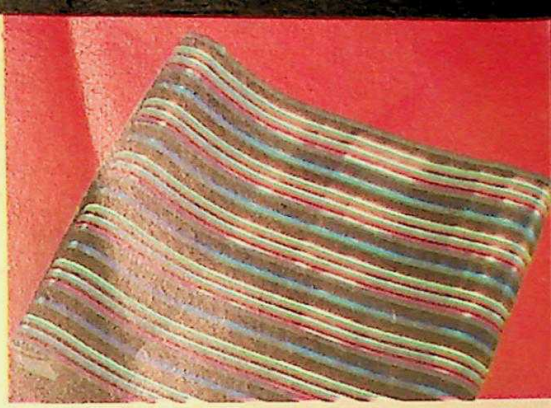


BEAUTIFUL IMPORTED 12-SIDED CHRISTMAS LANTERN . . . Light shines through 12 different, full-color pictures. Designed to look like real stained glass windows framed in wrought iron. Fits over any light fixture in your home! Heavy black paper-board construction; wire loop for hanging. Approx. 10″ high.
CHRISTMAS LANTERN (Z-08367B) **$1.98**



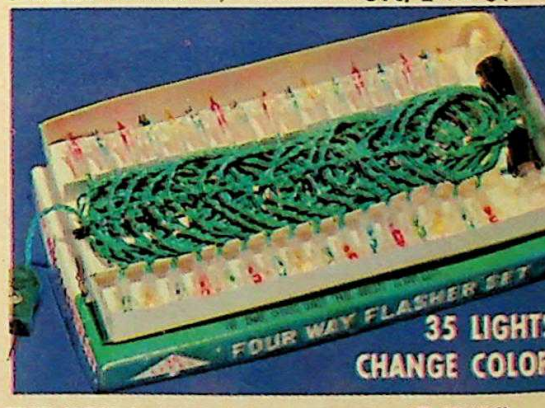
SANTA LOLLIPOPS (Z-01156) . . . From an old European recipe, made from the finest ingredients possible. You can be sure these are good . . . because Santa's picture can't be licked off. It is baked right through the center . . . an art practiced only by expert confectioners. Each pop is a bright red, 2½″ diameter, on a 5″ handle. Sealed in cellophane to stay fresh.
Set of 6 . . . . . **59c**

GIANT MUSICAL SANTA TURNS 'ROUND & 'ROUND . . . to the familiar tune of "Jingle Bells". He's a "Picture of Christmas Spirit" dressed in a rich, brilliant red velveteen suit with a furry-like white belt. Traditional snowy white beard and beautiful authentically colored vinyl face. Use year after year. 12″ high & 8″ diam.
MUSICAL SANTA (Z-09167B) **$7.98**



THE MODERN SIMPLICITY OF EMBOSSED FOIL STRIPES . . . against a background of thick black ebony. Use it on all your gift packages for the smartest and most eye-catching under the tree. Stripes are in bright multi-colored foil with a sparkling metallic finish. Handy cutter-edge box holds a 12 foot roll. 20″ wide.
STRIPED WRAP (Z-09316B) **$1.98**

POTTED HOLIDAY FLOWER WITH STEM THAT WRITES . . . Adds charm when NOT IN USE! On desk it's a festive, Christmas flower . . . in your hand, a smooth-writing ball point pen. Choose asst'd Christmas flowers or pretty garden varieties. Durable plastic, 6″ high. Replaceable cartridge. Order: **FLOWER PEN**
CHRISTMAS (Z-13342B) . . . . . **59c; 2 for $1**
GARDEN (Z-06627B) . . . . . **59c; 2 for $1**



TREE LIGHTS THAT CHANGE COLOR (Z-52456) . . . First red, then green to amber, to blue. They constantly blink a different color. Each bulb burns independently of the rest. Imagine your tree aglow with these adorable lites! Measure over 21 feet long to wrap gracefully around the tree branches. 110 V **$2.98**

A. MR. SNOWMAN . . . Holds 100 cards $1.00

B. ASSORTED WRAPPING PAPER . . . A special design for each of your gifts $1.00

C. 9 FOOT PLASTIC HOLLY GARLAND . . . For indoors or outdoors . . . . . 69¢

D. 12 DAY CANDLE Just $1.98

E. THE FIRST CHRISTMAS . . . Hand painted; skillfully detailed $1.00

F. CHRISTMAS CAKE MOLDS . . . Bake a festive holiday cake. Each $1.98

G. 12 ELECTRIC ANGEL LIGHTS . . . Heavenly tree splendor $1.98

H. BLOSSOMING CANDLES & HOLDERS . . . Ordinary cakes sparkle with the season. 8 for $1.00

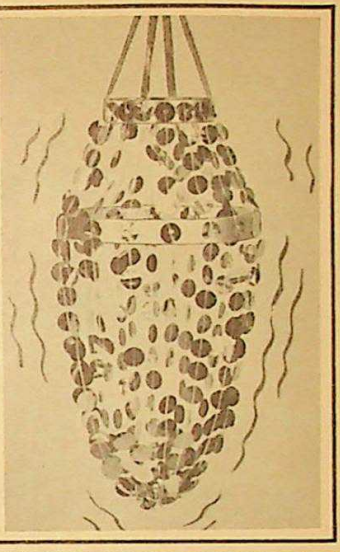
LITTLE ANGEL CHRISTMAS CARDS (Z-21865) . . . These little "darlins" will just melt your heart! And the verse greetings are just as tender. Detailed so beautifully . . . frame them for children's rooms. Twenty-one different pictures . . . all trimmed in gold color. New semi-slim styling: 5¼″ by 3¼″. **Set of 21 cards, 21 envelopes** **$1**

GIANT CHRISTMAS "CHANDELIER"

REFLECTS ORDINARY LIGHT IN BRILLIANT GLORIOUS COLOR

A galaxy of tiny circular discs catch the slightest inkling of sunlight or electric light and transform it into a magnificent color spectrum. Beautiful to see! Fascinating to watch! Discs are shiny metallic paper foil . . . approx. 3 feet long. Adds gay holiday sparkle anywhere in your home. And it's the ideal party decoration any time of year.

CHRISTMAS CHANDELIER (Z-15628B) **$2.98**



DESCRIPTION OF ITEMS ON PAGE 8

A. MR. SNOWMAN HOLDS 100 CARDS (Z-55426) . . . Giant size . . . stands 29″ high! He's the cutest, friendliest way we know to display all your holiday greetings. Sturdy, corrugated fiberboard, decorated in matchless design and sparkling colors. Assembles easily & quickly. 22″ around, 7″ wide. In handy mailer for use as Christmas card. . . **$1**

B. CHRISTMAS GIFT WRAPPING ENSEMBLE (Z-04317) . . . A box of assorted Christmas wrappings to beautify all your gift packages! Each elegant sheet artistically inspired. Of finest quality stock. 21 sheets 26″ by 19″ . . . wraps lots 'n lots of gifts. If bought separately, would cost far more. The ultimate in package decorating. **21-Pc. Set** **$1**

C. 9 FEET OF EVERLASTING HOLLY GARLAND FOR ONLY 69c (Z-54197) . . . Deck your halls, stairways, doors with boughs of full, rich holly! Your house, indoors and outdoors, will burst with gay, holiday spirit. Realistically molded green leaves and bright red berries are of durable polyethylene . . . Weather resistant! Washable! Non-Fading. Only **69c**

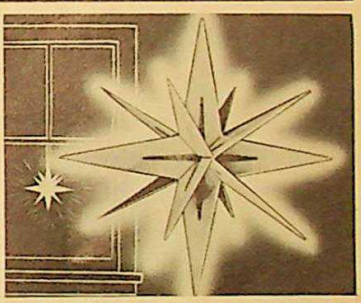
D. THE TWELVE DAYS OF CHRISTMAS (Z-52415) . . . The adored English carol artistically recreated around this glowing glass enclosed candle. Twelve numbered doors and windows open to reveal the gift for the day, illuminated from the inside by interior flame. Light each of the 12 days or burn continuously for 168 hours. 9¼″. (Wooden lighting taper incl.) **$1.98**

E. THE FIRST CHRISTMAS . . . depicted as it happened almost two thousand years ago! All the figures . . . The Holy Family, angels, shepherds, wise men, and animals . . . skillfully detailed & hand-painted in rich vibrant colors. Rustic wood-textured plastic; golden-toned inside with a glittering "snow-covered" roof. 7½″ high . . . stand it or hang it.
NATIVITY SCENE (Z-07633B) **$1**

F. BAKE A SANTA CAKE . . . a festive Christmas tree, adorable bunny, or a lovable lamb with precision-formed baking molds. Perfect for Christmas; always popular for holidays, birthdays, parties. Heavy aluminum, av. 9″ x 11″. Tested recipes incl.
SANTA MOLD (Z-08763B) . . **$1.98**
TREE MOLD (Z-13532B) . . . **$1.98**
BUNNY MOLD (Z-60327) . . **$1.98**
LAMB MOLD (Z-60335) **$1.98**

G. ANGEL LIGHTS . . . For a Christmas Tree that's "out of this world"! 12 celestial dolls, each 3″ tall and holding a replaceable bulb, are dressed in frothy nylon, trimmed with golden stardust from halo to toe. Order: **ANGEL LIGHTS. Pink** (Z-54072); **White** (Z-54080); **Multi-Colored** (Z-54098). Each Set **$1.98**
6 Extra Bulbs (Z-54106) **59c**

H. BLOSSOMING HOLIDAY CANDLES . . . Take any ordinary cake and transform it into an enchanting Christmas spectacular . . . looks too good to eat! Gay red & green candles are adorned with festive holly leaves or full blooming poinsettias (4 of each). 8 Reusable plastic holders included . . . fit regular candles.
8 HOLIDAY CAKE CANDLES (Z-08029B) **$1**

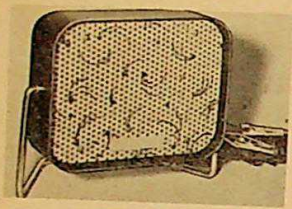


THREE DIMENSIONAL 12″ STAR GLOWS IN THE DARK! . . . Unusual holiday decorator at a low, low price! Use indoors or outdoors. Beautiful "Star Bright" glows in the dark with lustrous luminous color. Adds brilliance to porch, fireplace, window, doorway, etc. Heavy durable plastic will last & last. 12″ wide . . . slotted for easy assembling.
STAR BRIGHT (Z-08599B) . . . **89c**

SPARKLING TREE DRAPE (Z-51649) . . . Shimmering silver foil cascading from the top of your tree to the bottom! 240 radiant strands of flameproof foil, each 5 feet long, looped through a ring. Just hang the ring at the top of your tree and they fall into a gleaming silvery mist. On & off in a minute . . . stores away 'til next year. **69c**

PORTABLE EXTENSION SPEAKER ADAPTS TO ANY AUDIO UNIT

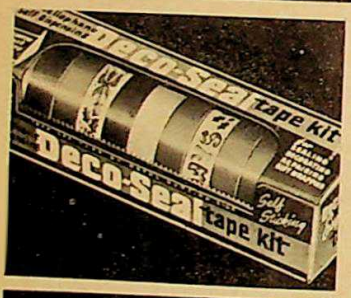
FOR INDOOR OR OUTDOOR USE



Send the beloved strains of favorite Christmas carols floating through your neighborhood this year! An exciting addition to outdoor Christmas decorating! Or use it year 'round as an all-purpose speaker. Transmits the sound from any audio unit . . . radio—hi-fi—television—car . . . anywhere! Use indoors in bedroom, playroom, kitchen; Outdoors on patio, boat, garage, by pool. Speaker is of handsome, black, baked enamel metal with contrasting brass legs. Complete with 20 foot extension wire. Clips included for easy installation. Order: **PORTABLE EXTENSION SPEAKER** (Z-54478) **$6.98**

1200 INCHES OF GOLDEN CORD . . . the quick, easy, glamorous way to finalize your gift wrapping. An exciting combination of cotton, rayon and metallic yarns . . . all woven together to form a dramatic cord. Exceptional value: enough for many, many packages.

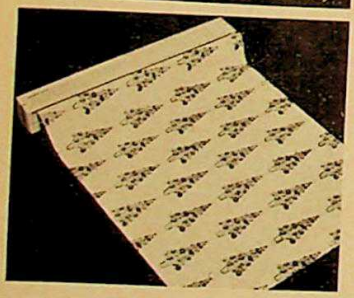
GOLDEN CORD (Z-52423) . . . **$1**
SILVERY CORD (Z-52431) . . . **$1**



SELF-STICKING XMAS TAPE (Z-03731) . . . A colorful assortment of nine self-adhesive cellophane Christmas tape rolls. So handy for binding the ends of Christmas packages, decorating gifts with names, initials or fancy designs. In an attractive self-dispensing package, complete with metal cutting edge. Contains 450 inches of ½″ tape. . **$1**

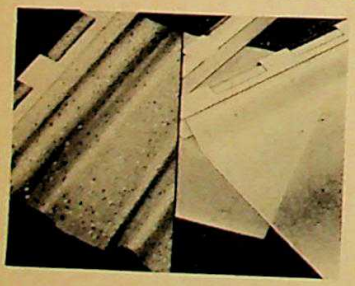
STICK-ON DECORATIONS (Z-03798) . . . A new and exciting way to decorate Christmas packages. These small cutouts, with self-adhesive backs, open half round to form attractive holiday designs. Can also be used to create pleasing effects on mirrors, windows, doors. Of red, green and white pleated tissue. Average 2″ x 3″ opened.

Set of 10 . . . . . **49c**



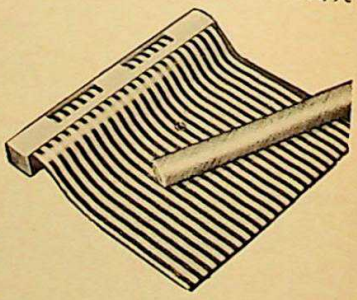
STAR-STUDDED ORNAMENTAL TREES . . . wrap the most sparkling presents under your Christmas tree! Brilliant red, green, blue and gold ornaments form scores of festive trees on a white background . . . your gift's sure to be remembered! 360″ of finest quality paper in convenient "zip-off" cutter box. 20″ wide.

ORNAMENTAL TREE WRAP (Z-09274B) **$1**



FESTIVE WHITE TISSUE PAPER . . . Use all year 'round as tissue liner, wrapping paper . . . in all your decorating schemes! Choose plain or brilliant twinkle tissue beautifully decorated with multi-colored stars & sequins (not printed). Excellent quality in handy cutter box. 20″ wide.

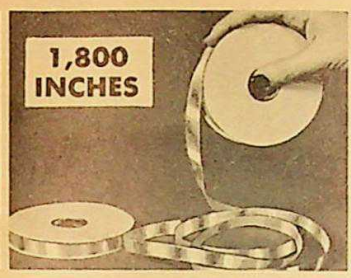
Order: **WHITE TISSUE PAPER**
600″ TWINKLE (Z-27250) **$1**
1200″ PLAIN (Z-51151) **$1**



GLITTER MAGIC DECORATING TUBES (Z-56150) . . . Actually apply gleaming, shimmering glitter TO ANY SURFACE as you write! A shining touch to Christmas & party decorating, gift wrappings, personalized stockings, tracings, cards . . . you can even embroider on washable textiles with it! Easy to use—no mess. 6 grams each of red, silver, gold. **3 tubes** **79c**

STRIPED WRAPPING PAPER . . . One huge roll for all-year-'round use! Delicately striped in silver or gold with white background. Of excellent heavy quality stock, 20″ x 600″. Cutter edge—tear off only desired amount. Handy box will store easily and keep your paper clean 'til you use it all.

GOLD WRAPPING (Z-06387) **$1**
SILVER WRAPPING (Z-06395) **$1**

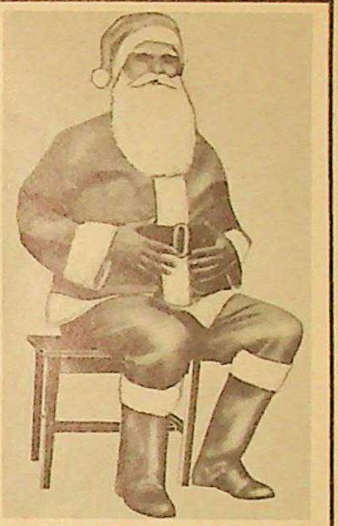


RAINBOW RIBBON (Z-00521)... Every pastel shade imaginable blended along its length! Yards and yards of quality satin ribbon. You'll be delighted with the lovely effects you can create. Blue fades into rose, gold, green, lavender. 50 yards of satin Rainbow Ribbon . . . to glamorize your gifts all year 'round. 7/16" wide on a spool. **$1.00**

A COMPLETE SANTA CLAUS OUTFIT FOR ONLY $4.98!

Luxurious and realistic, this full-size, full-fashioned costume lets you play Santa in all his red and white glory. Custom-crafted to fit all sizes with comfort . . . and there's even room for a bit of padding in front for realism. Made of water repellant, flame retardant Kaycel. Santa outfit consists of trousers, jacket, belt, hat, boot tops, snowy white beard and mustache. Christmas red and white with black trim. Can be used year after year. For a Christmas that's really complete, order:

COMPLETE SANTA CLAUS OUTFIT
(Z-14357B) **$4.98**

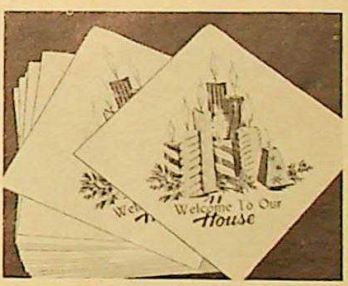


TWINKLING CHRISTMAS TREE . . . ONLY 49c . . . Fully decorated & blinking continuously on & off. You'll love the petite size & fuzzy tree-textured branches! Try a twinkling centerpiece or pair them up on the mantle. Battery operated (not incl.). 6" high.

TWINKLING CHRISTMAS TREE
EACH TREE (Z-54122) **49c**
TWO TREES (Z-54130).....**97c**

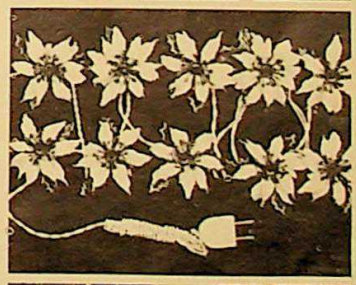
WELCOME TO OUR HOUSE! . . . The warm glow of candlelight extends a most gracious holiday greeting to your guests. Sure to make you the perfectly remembered hostess! Bright glittering candles & festive holly set a memorable holiday mood. Fine quality, super absorbent paper. 13½" sq.; colorfast. Pkg. of 50.

50 CHRISTMAS NAPKINS
(Z-08771B) **59c**

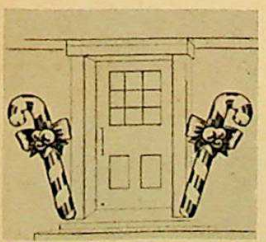


ELECTRIC POINSETTIA SPLENDOR . . . Magnificent full blooming poinsettias of soft realistic polyethylene plastic. Each comes with its own bulb center & burns independently of the rest. 2 replaceable bulbs incl. in each set. Enchanting on tree, fireplace, doorway, etc. 110V-120V.

POINSETTIA LIGHTS
15' String of 10 (Z-53157).**$2.98**
17' String of 20 (Z-09241B) **$4.98**



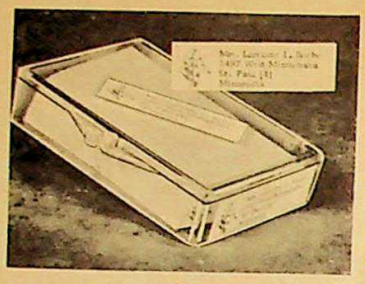
5 FT. HIGH



GIANT CHRISTMAS COUPLE . . . spreading the glad tidings of the season as they frame your doorway, fireplace, etc.! These brilliant red and white candy canes are a full five feet high . . . and a giant "Merry Christmas" to your guests. Lacquered weather resistant material. With mounting tape. **Set of 2.**
CANDY CANES (Z-51334) ...**$1**

12 LUMINOUS ANGELS FROM ITALY (Z-52100) . . . to beautify your tree, perch on place cards or dress up your gift wrappings. Precious angels measure 1" and are made of luminous plastic that absorbs light by day; sheds it at night. A darling addition to be cherished from year to year. Each with its own hanging hook. One dozen angels **79c**

GAG GIFT SEALS (Z-51581) . . . A riotous reception for your gift before it's opened! Pack of 27 gum-backed seals . . . all different include such witticisms as "Open Before Christmas, Nosey", "Here's Your Gift, Where's Mine?", "Be Brave, Wear It"; each with an appropriate brightly colored design. There's one for everybody on your list. **39c**



50 CHRISTMAS CARDS (Z-04077) . . . Eliminate the pushing and shoving of the crowds and let us send you this amazing assortment! 50 lovely greeting cards, each with a beautiful and seasonal design and a friendly verse. All in good taste—you'll be proud to send these! Each has a matching envelope.
50 for only.....98c

LESS THAN 2c A CARD

CHRISTMAS MAIL LABELS (PZ-03434) . . . Your complete name and address in a rich vibrant red on 500 white gummed labels. Each portrays a gaily decorated green Christmas tree to send holiday cheer over the miles. Eliminates writer's cramp! 1¾" x ½"—in a reusable clear plastic box. State name and address desired for imprint.
500 for $2

MERRY CHRISTMAS NOTES (Z-15669B) . . . Each note is crisp white *vellum* with the words Merry Christmas printed in red, **embossed and silver stamped.** 20 exquisite Christmas notes, perfect for holiday correspondence, cocktail invitations, Thank You's, etc. 20 puffed white vellum envelopes to match. Measure 4" x 5" when folded. **Box of 20 . . . $1**

SPARKLING INITIALS (Z-03863) . . . to glamorize and personalize those special packages. Absolutely no glue needed! Initials are carefully cut with pressure adhesive on both sides. Glitter sticks to them immediately without any fuss. Kit contains 158 letters—plus four packs of superfine metallic glitter. Won't tarnish. Initials are ¾" high. Complete. 49c

DESCRIPTION OF ITEMS ON PAGE 13

A. SCORE CADDIE FOR YOUR GOLFER'S WRIST . . . It may not improve his game, but it will keep accurate score of his strokes! No more fumbling with pad and pencil. Worn like a wrist watch; registers total for each hole on lower window—total for complete course on upper windows. Golden toned case with handsome pigskin band. Tax incl.
SCORE CADDIE (Z-53769) **$2.98**

B. ROCKETS SOAR! . . . FRIENDS ROAR! . . . at ceramic "Booze Bombs". Gin, a grey missile; Vodka, a mat black bomb; Bourbon, a red fire-cracker; Rye, a mat black hand grenade; Scotch, a yellow bullet. Av. 25 ozs.
BOOZE BOMBS: RYE (Z-14191B); **GIN** (Z-14209B); **BOURBON** (Z-14217B); **VODKA** (Z-14225B); **SCOTCH** (Z-14266B). Each **$1.98**
COMPLETE SET (Z-14274B) **$8.98**

DISPLAY & WEAR YOUR FAMILY COAT OF ARMS!

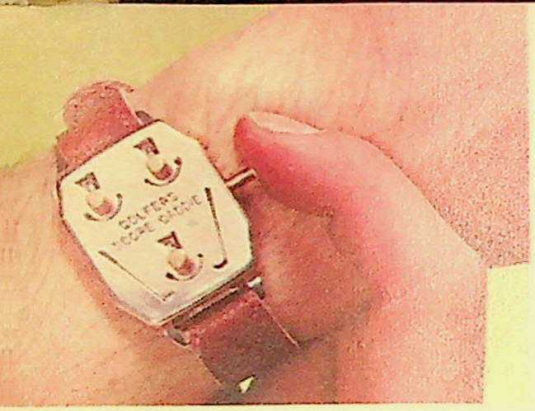
C. Majestic family crest proudly boasts of your most noble heritage . . . sure to become a family heirloom! Authentic crests are permanently emblazoned on impressive wall plaques or handsome jewelry for men and women . . . a truly distinctive gift. Regal wall decorations are beautifully hand-printed in full heraldic color; come complete with history of name & explanation of crest. Choose 6" sq. white tile with no-mar felt backing & hanging hook; antiqued parchment ready for framing (8" x 10"); or parchment in handsome 1½" limed oak frame with protective glass front (10" x 12"). Distinctive jewelry is expertly engraved with crest & name on silvery rhodium or gleaming golden finish. Print name from list below only and specify finish for jewelry.

TILE COAT OF ARMS (PZ-10629B) **$3.95**
UNFRAMED PARCHMENT COAT OF ARMS (PZ-10637B) **$6.95**
FRAMED PARCHMENT COAT OF ARMS (PZ-10645B) **$9.95**
TIE BAR COAT OF ARMS (PZ-12203B) Tax incl. **$3.95**
CUFF LINKS COAT OF ARMS (PZ-12211B) Tax incl. **$5.95**
KEY CHAIN COAT OF ARMS (PZ-12229B) Tax incl. **$3.95**
PIN COAT OF ARMS (PZ-12237B) Tax incl. **$3.95**
CHARM COAT OF ARMS (PZ-12245B) Tax incl. **$3.95**

Adams, Alexander, Allen, Anderson, Andrews, Armstrong, Arnold, Baker, Baldwin, Ball, Barnes, Barrett, Barton, Beebe, Bell, Bennett, Bigelow, Blair, Blake, Bliss, Boyd, Brady, Brennan, Brewster, Brooks, Brown, Buckley, Burke, Cameron, Campbell, Carpenter, Carr, Carter, Case, Chandler, Chapman, Chase, Clarke, Cleveland, Colbert, Cole, Collins, Cooke, Crosby, Cunningham, Curtis, Daly, Davidson, Davis, Delany, Denison, Douglas, Duffy, Dugan, Dunn, Early, Eaton, Edwards, Elliott, Emerson, English, Evans, Falkner, Fassett, Field, Fisher, Fitzpatrick, Flynn, Foster, Fowler, Fraser, Fuller, Gale, Gardiner, Gibson, Gifford, Gilbert, Gillette, Gordon, Grady, Grant, Graves, Gray, Greaves, Greene, Grosvenor, Hall, Hamilton, Harper, Harrington, Harrison, Hawkins, Healy, Henderson, Herrman, Hewlett, Hill, Hilton, Holmes, Holt, Hopkins, Howard, Howell, Hubbard, Hughes, Humphrey, Hunt, Jackson, Jenkins, Johnson, Jones, Kane, Kavanagh, Kearney, Keating, Kelly, King, Knight, Lewis, Lynch, MacDonald, MacDougall, MacEvoy, MacGregor, MacIlvaine, MacKenzie, MacLean, MacLeod, MacManus, MacNair, Martin, Mason, McCabe, McCahill, McCarthy, McFadden, Merritt, Miller, Mills, Moore, Morgan, Morris, Morrison, Moseley, Murphy, Murray, Nichols, Nicholson, O'Brien, O'Connor, O'Hara, Oliver, O'Neill, Paine, Peck, Phelan, Phelps, Porter, Price, Quinn, Radford, Randolph, Reade, Richards, Ridgely, Roberts, Robertson, Rogers, Russell, Ryan, Schaeffer, Scott, Small, Smith, Stevens, Stuart, Sullivan, Thomas, Thompson, Townsend, Turner, Wallace, Walsh, Warner, Warren, Watkins, Webster, Wells, West, White, Wilbur, Wilcox, Williams, Wilson, Winslow, Wright, Young

D. SPRAY PROTECTED BEER CAN OPENER . . . The first and only beer can opener that's guarded against sudden updrafts! Keeps you from getting squirted in the eye and protects the ceiling! Ultra-sophisticated, golden-toned metal opener is regular sized . . . but is shaded by a matching umbrella.
1 BEER OPENER (Z-57281) . . **$1**
3 BEER OPENERS (Z-59410) **$2.79**

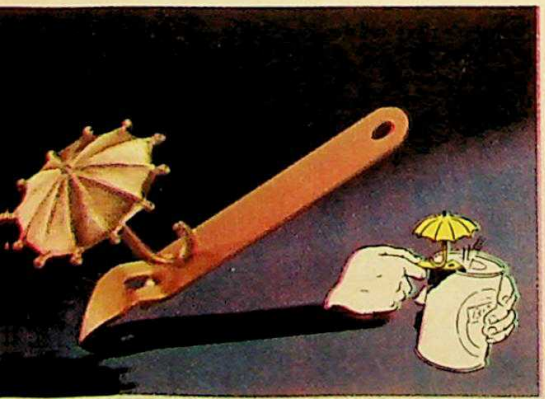
E. LIFETIME SOCIAL SECURITY CARD . . . RESISTS DESTRUCTION — cannot be harmed by fire, water, oils, etc.! Wafer thin, 4-color, solid aluminum. Wallet sized 3½" x 2" . . . engraved with your social security number and full name. Positive, permanent identification at all times. Specify number & name.
1 SS CARD (SZ-06650B) . . **$1.00**
3 SS CARDS (SZ-06668B) **$2.79**



A. GOLFERS' SCORE CADDY . . . Keeps accurate score on your wrist. Tax included $2.98

B. BOOZE BOMBS . . . New, novel liquor decanters. Each $1.98

C. YOUR FAMILY COAT OF ARMS . . . On parchment, tile, or jewelry. As low as $3.95



ID. BEER CAN OPENER . . . The umbrella catches the spray $1.00

E. ALUMINUM SOCIAL SECURITY CARD . . . Lasts a lifetime $1.00

CIGARETTE WALL CABINET (Z-23747) . . . Dispenses a pack at a time easily & quickly! Cigarettes move from top to bottom . . . slit in middle front lets you know when supply is dwindling. Rack is of smoothly varnished, natural colored wood with a colorful burning cigarette design. It says: "Coffin Nails, I Like 'Em." 11½" high . . . holds regular and king-size. **$1.49**

CHINA TEACUP SERENADES AS YOU SIP! . . . As cup is lifted it proclaims Happy Birthday, Happy Anniversary (Anniv. Waltz), or Tea for Two. English Bone China cup & saucer; delicate floral designs. Musical movement removes for washing. 1 cup & 1 saucer per set.

TEA FOR TWO CUP (Z-04671B) **$5.98**
BIRTHDAY CUP (Z-04689B) **$5.98**
ANNIVERSARY CUP (Z-04697B) **$5.98**

60 SPOOLS OF THREAD—ONLY $2.98! . . . *2400 YARDS* of quality, size 50, mercerized thread . . . makes any sewing box complete! No more desperate hunts; rummaging for the right color—here are all the most sought after shades. 3 spools each of 20 popular colors; each spool 40 yards. A gift that will thrill any sewer.

THREAD (Z-08409B) **$2.98**

SEWING GIFTS . . . Adorable, useful sewer's helpers hold all vital tools! Chic Miss Dressmaker pin cushion (5" high) wears a thimble, colorful button pins, and a tape measure in her no-tip base. Furry, ceramic Mr. Tailor (6" high) . . . his glasses are metal scissors. Tape measure in base. Assorted animals and colors.

MISS DRESSMAKER (Z-13318B) **$1**
MR. TAILOR (Z-13326B) **$1**

20 FIVE-YEAR SOLID PERFUME HEARTS . . . with genuine concentrated Lavender, Rose or Pine oil compounds. Imparts sweet, breathless scent up to 5 years! Small enough to tuck into drawers, closets, stationery, artificial flowers. Set of 20 fragrant hearts.

Lavender Hearts (Z-48710) **98c**
Rose Hearts (Z-48728) **98c**
Pine Hearts (Z-48736) **98c**

STAINED GLASS BIRDS . . . First reproductions of almost-forgotten glass masterpieces from 14th Century Venice. Beautifully detailed with plumage in brilliant reds, blues, yellows, greens. Each approx. 1" long, with a 4" wire stem. Adds interest to potted plants, centerpieces, packages.

12 GLASS BIRDS (Z-00786) . . . **$1**
36 GLASS BIRDS (Z-60236) **$2.79**

FULL-SIZE BACKYARD SKATING RINK

All the thrill of an ice skating rink in your own backyard . . . all winter long! Only 4 inches deep; freezes quickly. One piece, seamless plastic bottom. Sturdy aluminum siding. No more dangerous "thin ice" ponds, no more fighting the crowds, no need to travel any further than your backyard. Sets up in minutes; stores easily for year to year use.

16 FOOT DIAM. ICE SKATING RINK (Z-11148B) **$9.98**

20 FOOT DIAM. ICE SKATING RINK (Z-11155B) **$12.98**

24 FOOT DIAM. ICE SKATING RINK (Z-11163B) **$17.98**

TOASTER DOLLS . . . to dress-up the pop-up! Little Miss Dutch Girl and Mammy both attired in full color, flowing, cotton print skirts that charmingly camouflage your toaster. Whisk off in a second for use. Colorfast clothing is removable for laundering. Stand approx. 17" high. Ass't colors.

DUTCH DOLL (Z-09910) **$1**

MAMMY DOLL (Z-09928) **$1**

AUTHENTIC ORANGE JUICE CUPS . . . Big 9½ oz. cups sized, shaped, colored, & textured just like ripe oranges! So realistic they make concentrated & canned juices taste better. Great for cool ade drinks & juice cocktails (Orange Blossoms, etc.)! Break resistant plastic. Set of 6.

ORANGE JUICE CUPS (Z-49767) **98c**

GLAD YOU CAME HOSTESS ENSEMBLE . . . Three little words that really "hit home" with your guests! "Glad You Came" spelled out in bright glorious colors. They almost come alive & shout it. Super absorbent, fine quality.

40 13½" NAPKINS (Z-4767 ..... **69c**

48 10" NAPKINS (Z-55889) **69c**

24 COASTERS (Z-55897) **69c**

20 PLACE MATS (Z-05108B) **79c**

BEEHIVE MEASURING SET . . . All the bees are buzzing 'cause they've got a secret. Their pretty beehive disassembles into four measuring cups (the bees make convenient handles). Accurate, graduated sizes . . . 1 cup, ½ cup, ⅓ cup, ¼ cup. Perfect for gifts and all your baking chores. Pastel colored earthenware.

BEEHIVE MEASURING SET (Z-01123B) **$1**

A. DIFFRACTION JEWELRY . . . Reflects light into brilliant natural rainbow colors. Tax Incl. $2.20

B. LADIES' MAGNETIZED DRIVING GLOVES . . . Attach to dashboard when not being worn $1.95

C. GARDEN STRETCH BOOTS . . . Squirt with hose; mud slides off $2.98

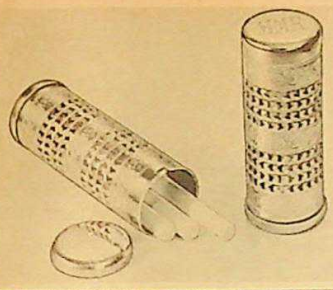
D. PERSONALIZED SEWING LABELS . . . In four different styles. 15 for $1.00

E. SATIN HAREM LOUNGERS . . . Plain $1.98
Fur-trimmed $2.98

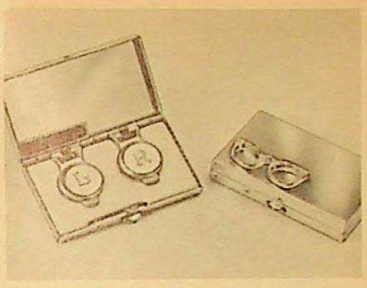
F. ELECTRIC CIGARETTE LIGHTER . . . No flints or fluid needed . . . . . 79¢

G. TRAVELING JEWELRY KIT . . . Of luxurious pink satin. Tax Incl. $1.10

H. SELECT-A-NOTE . . . Choose & apply your own message. 24 notes $1.00



PERSONALIZED GOLDEN TONE CIGARETTE TOTE . . . Carries 8 to 10 regular or king size cigarettes. Designed to please the most discriminating! Tote is 1¼" x 3½"; of golden tone metal in a lovely lace pattern. Lid is smartly engraved to mark it her very own. State initials desired.
Order: **CIGARETTE TOTE**
PLAIN (Z-10314B) **$1.25**
PERS. (SZ-10322B) **$1.50**



DESCRIPTION OF ITEMS ON PAGE 16

A. DAZZLING DIFFRACTION JEWELRY FOR MEN & WOMEN . . . Radiant jewels catch & reflect light in a rainbow of colors! Choose exquisite pendant on silvery chain; clip earrings; handsome cuff links or tie bar. Tax incl.
Order: **DIFFRACTION JEWELRY**
PENDANT (Z-12724B) . . . **$2.20**
EARRINGS (Z-12732B) . . . **$2.20**
CUFF LINKS (Z-12740B) . . **$2.20**
TIE BAR (Z-12757B) **$2.20**

B. LADIES' MAGNETIZED DRIVING GLOVES . . . A fashionable aid for safer driving in cold weather. Genuine leather palms grip the wheel. 100% stretch nylon fits any hand. Magnet on cuff clips to dashboard when not in use. No fumbling thru pocket or purse.
Order: **WOMEN'S GLOVES**
BLACK (Z-09084B) **$1.95**
BEIGE (Z-09092B) **$1.95**
(For men's gloves see page 20)

C. GARDEN BOOTS . . . Keep feet dry & clean! Stretch latex . . . wear with or without shoes. Washable inside & out.
WOMEN'S GREEN BOOTS
Sm 4-6 (Z-01453) **$2.98**
Med 6-8 (Z-01461) **$2.98**
Lg 8½-10 (Z-01479) **$2.98**
MEN'S BROWN BOOTS
Sm 6-8 (Z-06122B) **$3.98**
Med 8-10 (Z-06130B) . . **$3.98**
Lg 10-12 (Z-06148B) **$3.98**

D. WOVEN SEWING LABELS . . . with your very own name. The perfect "added touch" to the lovely things you make. Also make a wonderful gift for anyone who sews, knits, or crochets. Four styles available (as shown) in eggshell color. Specify name and style. "HAND MADE BY", Style 80 (PZ-00018); "FASHIONED BY", Style 81 (PZ-00026); "MADE ESPECIALLY", Style 82 (PZ-00034); "HAND KNIT BY", Style 83 (PZ-00042).
15 LABELS **$1.00**
40 LABELS **$2.00**
60 LABELS **$3.00**

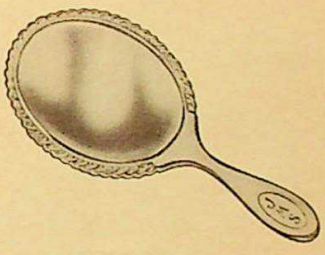
E. FUR TRIMMED SATIN LOUNGING BOOTS WITH SIMULATED PEARL EMBROIDERY . . . Leather sole, velveteen border, flannel lining. **Sm** 4-5½, **Med** 6-7½, **Lg** 8-9½. Red.
PLAIN HAREM BOOTS Sm (Z-59840); **Med.** (Z-59857); **Lg** (Z-59865). **$1.98**
FUR-TRIM HAREM BOOTS Sm (Z-09399B); **Med** (Z-09407B); **Lg** (Z-09415B) **$2.98**

F. ELECTRIC CIGARETTE LIGHTER . . . No flints or fluid needed! Push one button for "electrical" cigarette lighter! Push another button for handy flashlight! Both are compactly featured in a golden-toned metal case. Lightweight, carry in pocket or purse. Operates on 2 penlight batteries (not included).
1 ELEC. LIGHTER (Z-46631) . . **79c**
2 ELEC. LIGHTERS (Z-59527) **$1.50**

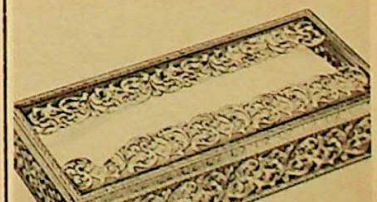
G. QUILTED PINK SATIN JEWELRY CASE (Z-34371) . . . Luxuriously trimmed with golden threads and centered with a glowing simulated pearl. ¾" zipper closure allows Madame to keep her pearls, earrings, pins in "softest" safety. Measures about 2½" square. Spacious interior. Easy to tuck into suitcase. Luxury gifts reasonably priced. Tax incl.
Each . . . . . **$1.10; 2 for $1.98**

H. CHOOSE YOUR OWN MESSAGE . . . Thank You, Best Wishes, Happy Birthday, Congratulations or Get Well Soon. Express it beautifully on one of these enchanting violet-sprigged notes . . . create a sunlit garden on quality vellum! 8 silver labels of each; just apply choice to center panel. 24 French fold notes, 24 envelopes, 40 labels.
SELECT-A-NOTE (Z-02691B) **$1**

PRETTY PROTECTION FOR CONTACT LENSES . . . in their own elegant golden-toned case! 2 labeled sections hold left and right contacts between protective foam cushioning . . . they won't break or scratch. Mirror in lid. Choose plain or "jewel" trim. 2" x 1¼".
Order: **CONTACTS' CASE**
PLAIN (Z-15552B) **$2.98**
JEWELED (Z-15578B)
Tax incl. **$4.40**

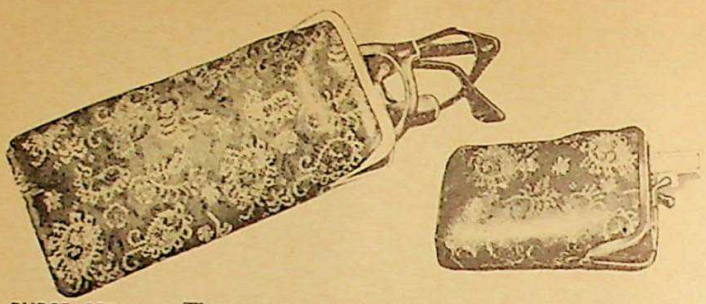


PRETTY PERSONALIZED PURSE MIRROR . . . Designed for those "in-public" check-ups. Dainty 2-sided mirror has gleaming golden-toned finish and is detailed with a braid design and beautifully engraved handle. 5" long. Dresses up purse . . . a must among every lady's personal treasures. Specify 2 or 3 initials.
PERS. MIRROR (SZ-10330B) **$1**



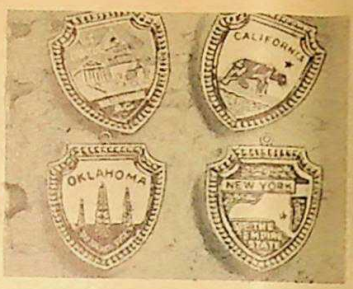
ANTIQUE FILIGREED TISSUE BOX . . . adds a note of royal appointment to bath or dressing table. Beautifully plated in antique golden-tone on solid metal with a delicate filigreed design. Holds a standard size box of tissues. 10½" by 5". A delight for the fastidious woman.
TISSUE BOX (Z-10389B) . . **$5.98**

ORDER BLANK ON PAGE 49



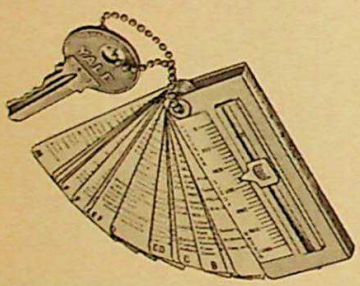
PURSE SET . . . The newest and prettiest way to carry your eyeglasses and cigarettes. Change-style purses are made of elegant silk brocade in an assortment of gaily colored patterns. Cigarette purse will hold a pack of your favorite regular or king-size brand and a pack of matches. Keeps tobacco out of cosmetics and rest of handbag. 5″ x 3″. Eyeglass purses come in single or double style! 7″ long, 3″ wide to keep regular and reading glasses together, or regular and sun glasses, etc., safe from harm and dust free. Each has soft, satin lining and gold-tone, snap closure frame.

SINGLE GLASS CASE (Z-02782) $1
DOUBLE GLASS CASE (Z-49775) $1
CIGARETTE PURSE (Z-17327) $1

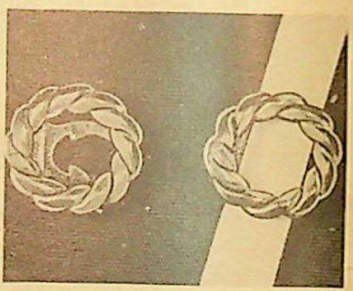


WEAR YOUR STATE SEAL! . . . on charm bracelet, neckchain . . . or plan a bracelet of the states you have visited! Authentic brilliantly colored state seals are expertly enameled on Sterling Silver, ¾″ high. All 50 states plus Washington, D.C. available. Specify State.

STATE SEAL CHARM (PZ-12252B) Tax Incl. Ea. $1.10
Complete set of 51. Tax Incl. $49.95

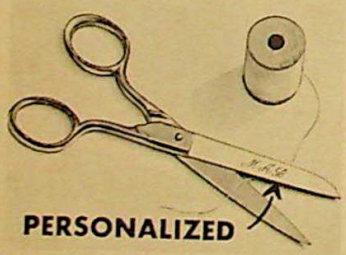


KEEP WEIGHT DOWN (Z-58800) . . . As you eat . . . you count your calories! New, pocket-size keychain file gives accurate caloric value of all popular foods & beverages. Hundreds of them all listed in alphabetical order on 20 pages. Special scale on top keeps total daily intake up to 3000. Pretty, golden-toned metal with sturdy bead chain.
2½″ $1

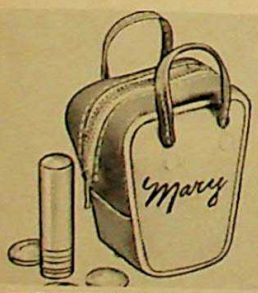


JEWELRY TYPE LINGERIE CLIPS . . . To keep your bra and slip together in the prettiest possible way. Secures them from slipping off the shoulder or showing under the barest dress. Charming roped circlet design in rich golden-toned plating with secure clip back.

LINGERIE CLIPS (Z-00349)
Tax incl. 69c

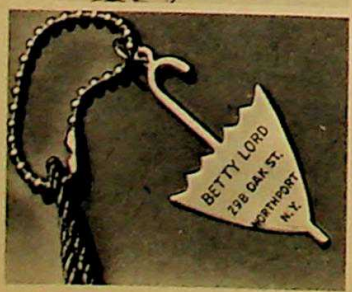


PERSONALIZED GOLDEN SCISSORS (SZ-53744) . . . They're your personal property! Gleaming golden-toned scissors are engraved with your name or initials in delicate script . . . no more wandering scissors! A distinctive gift for those who like nice things. Lovely for the woman who sews; ideal on desk. 6″. Specify name or initials. $1



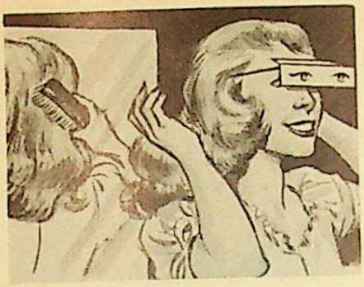
PERSONALIZED BOWLING BAG COIN PURSE . . . Miniature replica of a regular bowling bag. Complete in every detail even to the metal knobs on the base, zipper & handles. Gay red & white plastic . . . sized to a dainty 3½″ x 2¼″ x 1½″. State first name. Tax included.

BOWLING BAG COIN PURSE
PLAIN BAG (Z-12153B) $1.10
PERS. BAG (SZ-12161B) . . $1.38

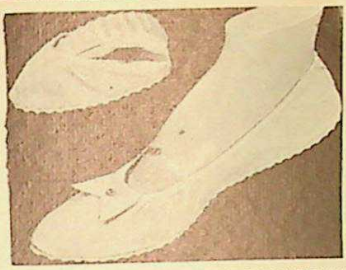


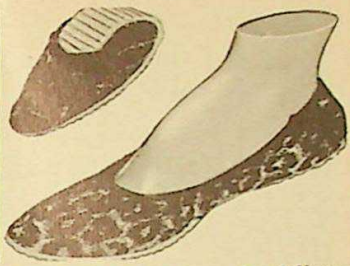
UMBRELLA IDENT (SZ-19778) . . . A gleaming golden-toned replica of the old-time bumbershoot carefully engraved with your name and complete address. It attaches easily to umbrella handle to identify it as yours alone. Also eliminates loss and mixup! Sturdy bead link chain. 6″ overall. Specify name and address. Tax included. $1.10

HER PERSONAL "BELL RINGING" CHRISTMAS PANTIES . . . Be dressed for the season from the inside-out! Bedecked, on one side, with hand painted candy cane, a jingle bell, notes & bow . . . and any name hand embroidered on the other. Of white rayon . . . bell removes for washing. State first name and size: 6, 8, 10 or 12.
PERS. PANTIES (PZ-13300B) . . $2



NEW "REAR VIEWER" . . . LETS YOU SEE THE BACK OF YOUR HEAD . . . Fits like glasses! Leaves both hands free! Comb, set, or arrange your coif with a perfect, full back view. Solves a woman's #1 grooming problem. Easy to wear; easy to use. Plastic with clever painted design. Folds compactly.
REAR VIEWER (Z-14555B) **$1.49**



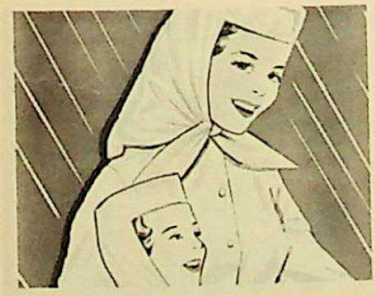


FOLD-OVER SLIPPERS CAN BE WORN OUTDOORS . . . As delicate as a ballet slipper, as durable as sneakers, as comfortable as bare feet! Perfect for the traveler because they're so lightweight, fold-over to pack like a hanky. Styled of butter soft Genuine Leather with rubber ribbed soles in black, red, or natural. State 1st & 2nd choice. Or order them in fashion's latest—leopard—patterned on velvet-look corduroy.
Order: **RIBBED SLIPPERS: MEDIUM LEATHER** (6-6½) (Z-57554), **MED. LARGE LEATHER** (7-7½) (Z-57562), **LARGE LEATHER** (8-8½) (Z-57570), **MEDIUM LEOPARD** (6-6½) (Z-57992), **MED. LARGE LEOPARD** (7-7½) (Z--58008), **LARGE LEOPARD** (8-8½) (Z-58016). Each pair **$2.98**

BATTERY OPERATED MANICURE KIT (Z-49387) . . . Just push the button. Ragged nails, neglected cuticles become lovely, well-groomed. Spinning discs safely manicure both hands in minutes. Operates on one regular size flashlight battery (not included). Of sturdy metal with accessories and measures 5" long. Complete kit **$1.98**

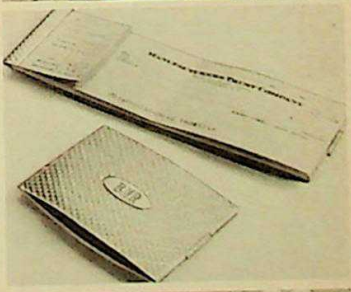
TO KEEP STAMPS FRESH . . . And not floating around in pocket or purse, this solid brass stamp case! Looks like a tiny letter . . . engraved with your name & address. Only 2¾" x 1½" & wafer thin, it will hold any size postage stamp. They'll stay clean, dry & crumple-free in purse, pocket, desk. Print name & address.
STAMP CASE (SZ-58461) **$1.50**

1962 PURSE-SIZE MEMO CALENDARS (Z-56911) . . . Birthdays, anniversaries, occasions—forget them not! Let these colorful tote calendars keep track for you. Each day has ample space to make notes, fill in appointments, dates, etc. Space provided for numbers, names, etc. 3" x 4½", always handy in pocket, purse, on desk. Set of 6 .....**$1**

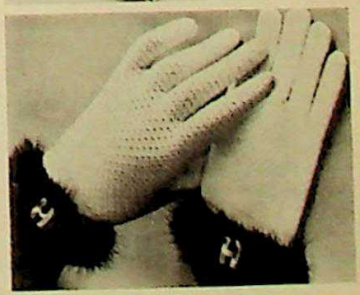


KEEP THE CURL IN . . . and the rain out! Attractively styled clear colored rain bonnet is of 100% soft vinyl with electronically sealed crown & strongly bound edges for maximum protection. Won't stiffen or crack in cold climate. Ends frizzy or limp curls in damp and rainy weather. Fits girls from 7 to 70. Folds up for pocket or purse.
CURL-KEEP (Z-25676) **$1**

DRESS-UP YOUR CHECK BOOK! . . . A golden toned personalized cover in a luxurious basket weave design. Beautifully personalized with your three letter monogram. 4½" by 3"; fits standard check books that fold. Complete with soft flannel carrying case. State initials.
CHECK COVER (SZ-10587B)**$1.98**



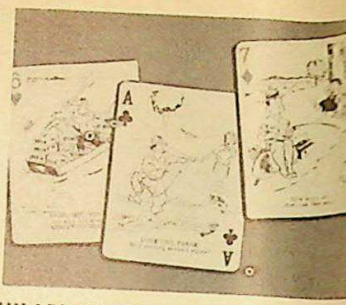
GENUINE MINK TRIMMED GLOVES . . . With YOUR OWN golden-tone plated initial gleaming at the wrist! Genuine dark brown ranch mink trims warm kitten-soft nylon stretch gloves. Fits all hand sizes from 6 to 9 and complements every outfit. Specify first or last initial. Order:
MINK TRIMMED GLOVES
BEIGE (SZ-09423B) **$1.98**
WHITE (SZ-09431B) **$1.98**



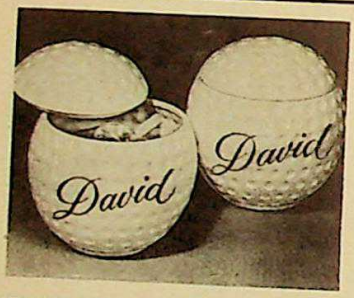
PRECISION SPORT WATCH

ALL THE ADVANTAGES OF A WRIST WATCH PLUS A STOP WATCH

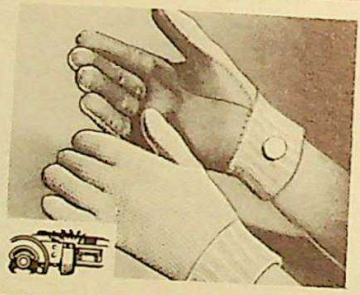
Now through a special purchase, this Stop Watch Special . . . For an unheard of $11.95 (plus tax) you're buying quality, precision features found in much higher priced sportwatches! Three separate circles on its face provide 3 distinct instruments: A Telemeter to determine the distance of an approaching storm; A Tachometer to check distances & speeds; A Stop Watch to record time in races & output. 3 extra dials measure 60 second, 45 minute & 6 hour intervals . . . their independent hands may be stopped without bringing the movement to a standstill. Handsome yellow steel back case with rich leather strap. Radium dial & hands, Swiss crafted antimagnetic movement. Gift boxed. Order: **SPORT WATCH** (Z-57984) Tax included **$13.15**



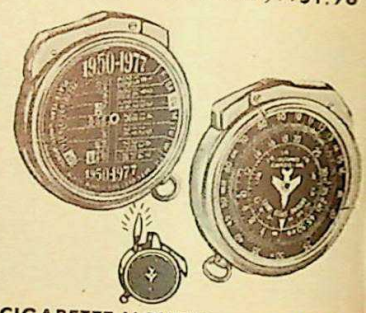
HILARIOUS "FISHERMEN" PLAYING CARDS! . . . 52 different cartoons with riotous captions appear on front of each card. Cheerfully dedicated to all fishermen; present, past & future, who participate in the "Never ending fishing trip tale". Quality plastic-coated finish. Poker-size.
FISH CARDS (Z-14134B) . . **$1.98**



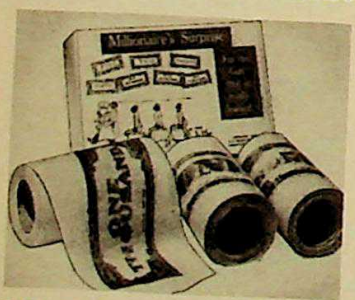
JUMBO DESK & DRESSER "CADDY" . . . Giant golf ball holds jewelry, keys, loose change, paper clips, etc . . . keeps eveything orderly & out of sight! A distinctive touch too . . . it's personalized with his name! White glazed ceramic with felt bottom; won't mar tabletop. 3½″ diameter; large capacity. Specify first name.
GOLF BALL CADDY (SZ-09738B) **$2.50**



MEN'S MAGNETIZED DRIVING GLOVES . . . For a he-man grip on the wheel, try these! Genuine leather palms hold steering wheel firmly. Nylon knit face stretches to fit all hands. Magnet on cuff clips gloves to dash when not in use. MEN'S DRIVING GLOVES
BLACK GLOVES (Z-09100B) **$2.95**
CAMEL GLOVES (Z-09118B) **$2.95**
(For women's gloves see pg. 16)



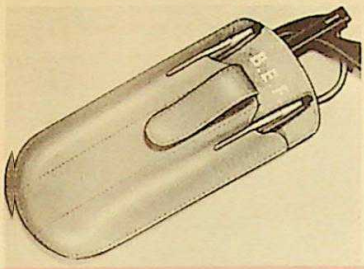
CIGARETTE LIGHTER . . . COMPUTER . . . PERPETUAL CALENDAR . . . A 3-in-1 pocket wonder! Handsome chrome-plated lighter with quality mechanism; computer on one side with 3 dials measures ground speed, miles, gallons, etc.; calendar on other side current from 1950 to 1977! 2″ diam. . . . easy-to-read black dials.
3-in-1 LIGHTER (Z-60111) **$1.98**



FOR THE GUY WHO'S REALLY LOADED . . . A "Millionaire's Surprise". Three colorful rolls of toilet tissue imprinted with bills from $1.00 to $10,000.00. If they were real, they'd total more than $50,000.00! Loads of laughs for everybody. Entire rolls are imprinted.
MILLIONAIRE'S SURPRISE (Z-08953B) **98c**

SPIKED TOOTHPASTE . . . to put some "spirit" in your brushing, try these! Real, honest to goodness whiskey in toothpaste . . . in your favorite flavors. He'll be brushing his teeth 3, 4, even 5 times daily. Cleans teeth, too! Order: **WHISKEY FLAVORED TOOTHPASTE. Scotch** (Z-51656), **Bourbon** (Z-51664). Each tube **$1**

YOU ROLL YOUR OWN! (Z-10900) . . . The greatest do-it-yourself idea since the money machine! A complete home library of riotous humor, printed on toilet tissue and ready to install by the "seat of wisdom." Every sheet imprinted with witty sayings, clever cartoons, or choice proverbs. Some silly, some ribald, all hilarious. 3 different rolls for **$1**



PIGSKIN "CLIP-IT" EYEGLASS CASE . . . Clip to shirt pocket, sun visor, jacket, etc. Keeps glasses safe & where you can find them. Handsome genuine pigskin leather. Compartments on front of case hold pencils or pens. Specify 2 or 3 initials for personalized style.

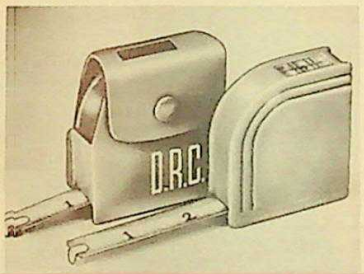
PIGSKIN EYEGLASS CASE PLAIN (Z-12013B) **$1.00**
PERS. (SZ-12021B) **$1.25**

"KING" SIZED MONOGRAMMED TOWEL-ROBE

SIX FEET LONG!

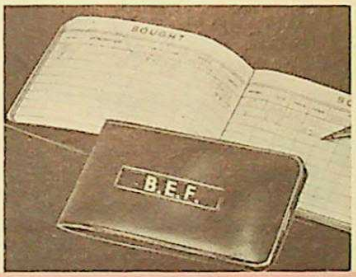
It's a towel! It's a robe! Dad will feel like a king wrapped in this fleecy soft cloud of super-absorbent terry . . . embroidered with his initial on the royal crest! Regal elegance after a bath or a dip . . . his majesty just blots dry! A full 72" long by 36" wide of thick, thirsty white terry cloth. Ladies love its luxuriousness, too. Specify one initial.

MONOGRAMMED TOWEL—ROBE (PZ-14175B) **$3.98**



38 IN 1 HANDYMAN TOOL IN PERSONALIZED CASE . . . A level, a square, a measuring tape! Built-in accurate level has easy-view bubble; exact square is easy to use; and the 6 foot metal rule has sliding end hook for correct inside & outside measurements. Genuine leather case displays his monogram. 2" x 2" x ¼". State 2 or 3 initials.

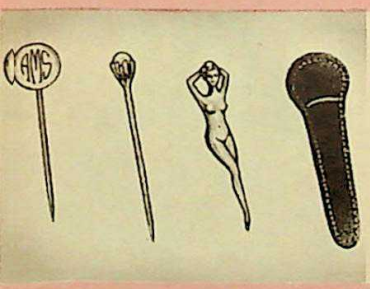
38 IN 1 TOOL (SZ-09712B) **$1.98**



PERSONALIZED STOCK TRADER RECORD BOOK . . . For listing all stock transactions. Special columns for stocks bought and sold, price paid, commission for broker, taxes, total cost, quarterly dividends, profit and loss resumes. Helps you keep complete records for personal & tax reasons. Assorted colors. Print name. 10¼" x 3" open.

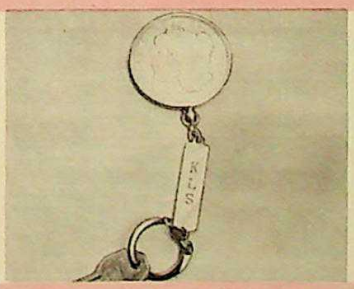
STOCK RECORD (SZ-13615B) **$1**

PERSONALIZED BARBER POLE RACK (SZ-31088) . . . An appropriate way to hold shaving gear! Adorable figure holds any size brush and razor in his arms. Body safely stores used razor blades. Of sturdy glazed ceramic with red and white stripes and topped with a cheery face and derby. Will hang on wall or stand on shelf. Specify first name. 6" high. **$2.50**



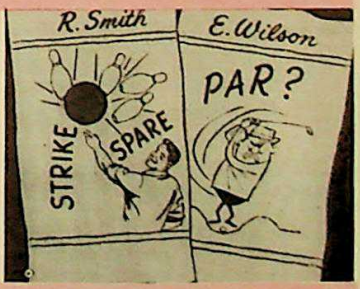
EXTRAORDINARY VIP TOOTHPICKS! . . . Choose the simulated pearl-topped Louis XIV, Sterling Silver monogrammed pick or the lovely Golden Goddess. All come in handsome leather cases. Specify 2 or 3 initials for personalized style. Prices include tax.

GOLDEN GODDESS (Z-54916) **$1.10**
LOUIS XIV (Z-54924) **$1.10**
PERS. PICK (SZ-12146B) . . . **$1.10**



LUCKY SILVER DOLLAR KEY CHAIN . . . You'll never go broke if you tote this! Smart silver-toned key chain features a disc perfectly sized to safely hold a silver dollar . . . your lucky piece is with you always! Linked by a silver-toned metal tag engraved with your initials. Coins not incl. Specify initials.

SILVER DOLLAR KEY CHAIN (SZ-57000) **$1**

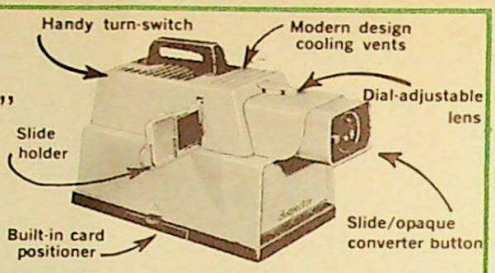


FOR THE CHAMP IN YOUR FAMILY! . . . Bowlers & golfers these . . . even if they're ready to "throw in the towel"! Thick, thirsty terry printed with scenes from their favorite sport. Terrific for locker room . . . EMBROIDERED with any name so it won't walk off. Specify bowling or golf & full name. 11" x 17".

SPORT TOWEL (PZ-14159B) **$1.69**

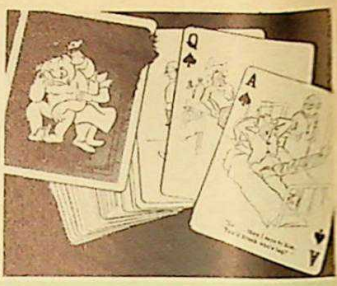
ORDER BLANK ON PAGE 49

U.L. APPROVED PRECISION "DUOJECTOR" MAGNIFIER-PROJECTOR 2 MACHINES IN 1



IT'S A SLIDE PROJECTOR! Projects any standard 35 MM slide up to 4 feet wide . . . in vivid original color! Just a turn of the control & IT'S AN OPAQUE PROJECTOR. Projects and enlarges any illustrated material up to 4 feet wide. Photos, fine prints, stamps, maps, even insects are projected in full color or black & white. (3½" x 5¼" opening.) Durable, one-piece polypropylene construction with dial-adjustable double lens, built-in card & slide positioners, focus knob & on-off switch. Uses standard 100W bulb (not incl.). 12" x 7½" x 6½". In handy carrying case.

DUOJECTOR (Z-10660B) $16.98
40" x 40" MOVIE & SLIDE SCREEN (Z-08680B) $1.98



JUST WHAT THE DOCTO ORDERED . . . to while away th long, lonely hours! 52 rioto hospital cartoons on a deck cards—play any standard game you roar at their hilarious ga (No two alike). Terrific for cheer ing the hospital patient, invalid shut-in. Fine plastic coated cards germ-proofed for complete san tation.

CHEER CARDS (Z-08052B) **$1.9**

THE CHANGE IN YOUR POCKET MAY BE WORTH A FORTUNE . . . You may have a coin worth from 1c to hundreds of dollars. Tell-A-Coin guide spots them for you and tells you how much each is worth. You get two wheels (one for nickels and pennies, one for quarters and dimes) and explanatory booklet.

TELL-A-COIN (Z-24224) **Set $1.25**

FOR A SQUARE DEAL! . . . Use our Automatic Card Shuffler! Shuffles 1, 2, even 3 decks at a time . . . thoroughly, fast & easy! Place cards on the revolving tray—shuffler does its work & leaves cards ready to deal (while you relax). Use bottom side as a canasta tray. A must for the card player.

CARD SHUFFLER (Z-60186) **$2.29**

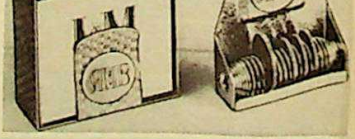
GENUINE LEATHER CREDIT CARD AND PHOTO CASE (Z-33365) . . with **80** see-thru cellophane windows. All important passes credit and identification cards favorite snapshots will always b clearly visible! Top grain, genu ine cowhide case has safe snap closure. Black. 4" x 2¾" . . . just right for pocket or purse Tax included $1.1

THE SMALLEST BROADCASTING STATION IN THE WORLD!

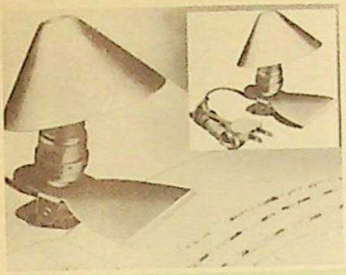
TRANSMITS YOUR VOICE OVER THE RADIO!!!

This fascinating Electronic Broadcaster actually sends your voice over home, car, portable radios or any commercial receiver! Be your own radio announcer! Just speak into the quality hi-fidelity crystal microphone — transmits from room to room; from one car to another; to your portable radio; anywhere up to 100 feet. Powerful telescopic antenna tunes to any AM station on radio. Simple to operate—NO WIRES TO ATTACH. Operates on standard 9 Volt battery (not included). Compact, rugged styrene case, 3⅝"x2½"x1", in vivid colors. Meets F.C.C. regulations.

TRANSISTOR BROADCASTER (Z-00927B) $9.98



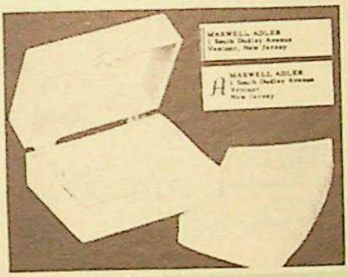
MAGNETIC CAR ACCESSORIES . . . end dangerous, annoying searches for tolls and cigarettes . . . they're at your fingertips! Golden-tone metal cases with powerful magnetic backs. State initials for personalizing. Order: **COIN HOLDER**
PLAIN (Z-11916B) $1.25
PERSONALIZED (SZ-54635) **$1.50**
Order: **CIGARETTE HOLDER**
PLAIN (Z-11924B) $1.25
PERS. (SZ-11932B) $1.50



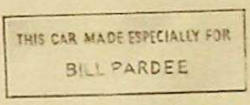
PERSONAL READING LIGHT CLIPS RIGHT ON BOOK . . . Lets you read in bed without disturbing that sleeping roommate! Read anywhere with proper eye-protecting light . . . perfect for travelers, night readers, students. Clips on book, table, bed, crib. Adjustable shade focuses light just so! Smart bronze metal, 4" high. 5' cord; bulb incl.
READ-O-LITE (Z-15677B) . . **$1.29**

Just clip our accurate Pedometer to your belt (or carry in your pocket) for the grand total! Pedometer tallies your walking score in quarter miles and miles . . . registers UP TO 100 MILES! Or remove back of case and set lever for stride in inches. Clock your housework trips, grocery errands, baby chasing . . . you'll be amazed at your score! Rugged precision-made mechanism in lightweight chrome-plated case. Easy to follow instructions included.
PEDOMETER (Z-10769B) **$7.98**

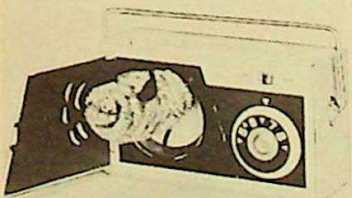
WONDER DECK . . . YOU can perform great card mysteries with our dubious 52! It's a complete deck of MARKED cards. Only you can easily read each card from the back . . . the markings are undetectable to the uninstructed. Bridge size with quality linen finish. Instructions included for various tricks.
1 TRICK DECK (Z-34694) . . **$1.49**
2 TRICK DECKS (Z-60269) **$2.79**



NEVER WRITE ANOTHER RETURN ADDRESS . . . Here's 1000 gummed labels printed with your name & full address. Just wet & stick. For all stationery, books, checks, records. Two styles: plain or fancy (with script initial border). State name & address . . . 3 lines. Order: **NAME & ADDRESS LABELS. 1000 PLAIN** (PZ-01388) 1 Set . . . . . **88c**; 6 Sets **$5**
500 FANCY (PZ-33688) **$2**



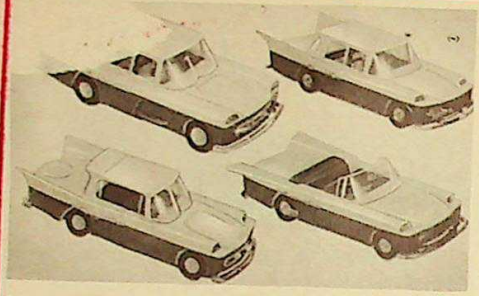
GOLDEN METAL AUTO IDENT (SZ-33720) . . . Now anyone can have their own "custom-made" automobile! Handsome golden-toned metal plaque is 1" x 3" and officially engraved with "THIS CAR MADE ESPECIALLY FOR (any name you desire)". Looks so authentic on dashboard. Adhesive backing . . . won't harm paint or leather. Specify name desired. **$1**



SURPRISE RADIO (Z-24968) . . . And when we say "SURPRISE", we really mean it! Turn this "authentic" transistor "on" and we guarantee you a barrel of laughs (or screams, according to your personality). A realistic mouse pops out . . . and he squeals upon his "grand entrance". Radio is of quality metal in assorted colors, measures 5¾" x 3" and costs only **79c**

YOU CAN PRINT PHOTOS . . . FOR LESS THAN 2c EACH . . . No photographic experience needed! Reproduce any black & white photo on paper, cloth, stationery, handkerchiefs, etc. Make prints of friends, relatives, in seconds. Make extra prints of cherished snapshots. Complete kit contains everything you need for 150 prints.
PRINT PHOTOS (Z-02980B) . . **$2**

END PILL TAKING CONFUSION WITH TELL-O-TIME PILL TOTE! (Z-53827) . . . You'll KNOW when to take that next pill! 4 separate compartments hold saccharin, vitamins, tranquilizers, etc. . . . 4 corresponding clocks on back of lid point to the time of your next pill. Sets the time to be healthy! Compact leatherette case, approx. 2½" x 3". . **$1**

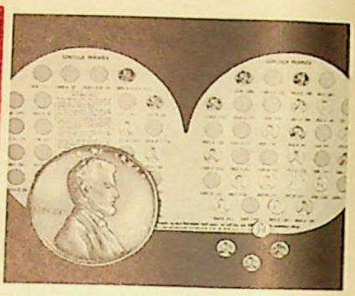


DESIGN 25,000 DIFFERENT MODEL CARS

FOR ONLY **$6.98**

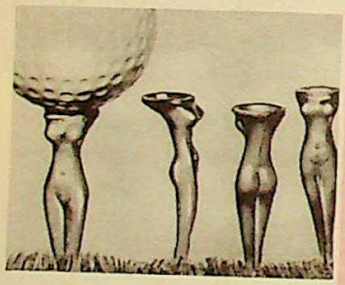
Yes, you can design and build over 25,000 different compact cars . . . using only the parts in this set! Create hardtops, convertibles, speed cars, sedans, coupes, roadsters. Features interchangeable fenders, hoods, grills, etc., with realistic silver-colored parts and clear windshields. Complete with an amazing "Design-A-Matic" computer that shows how to create over 25,000 different car models. No cement required. Easy to assemble . . . easy to take apart. Of rugged plastic that withstands hard play. Provides limitless fun.

DESIGN A CAR CONSTRUCTION SET (Z-13540B) **$6.98**



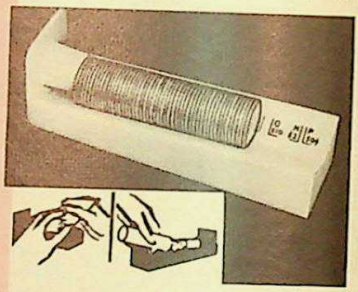
YOU CAN GET $89.00 FOR ONLY 59 LINCOLN PENNIES! . . . This Lincoln Penny album is worth $89.00 . . . when properly completed. ALL PENNIES ARE AVAILABLE! Fill with specified pennies (dates & markings shown in album) and return for $89.00. You get complete instructions on how to obtain automatic payment together with your album.

PENNY ALBUM (Z-12039B) . . **$1**



GOLDEN GOLF "TEE-SERS" . . . Add zest to your game! Gleaming golden-toned miniatures of the body-beautiful are designed to keep everybody's eye on the ball. Sturdy metal . . . stick firmly in the ground. Hold ball straight and secure. Endless mirth and humor on the green!

GOLF "TEE-SERS" (Z-10363B)
Set of 6 . . . . . **$1.00**



COUNT & WRAP COINS IN HALF THE TIME! . . . Use flat or tubular wrapper or PLAIN PAPER. Coin Counter does it AUTOMATICALLY! Just slip coins into plastic tray up to indicator line & slide wrapper under coins . . . never makes a mistake! Counts pennies, dimes, nickels, & quarters.

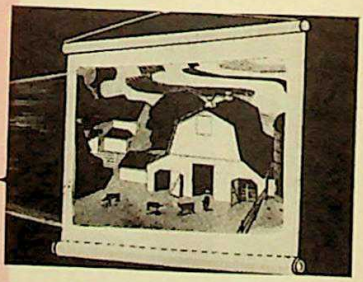
1 COIN COUNTER (Z-60202) **98c**
6 COIN COUNTERS (Z-60210) **$5**

PLASTERED PLUMBER'S WHISKEY DISPENSER . . . It's "plum" crazy! Gleaming plastic pipes go round and round . . . where they stop the whiskey pours out! Terrific for the home bar (especially if it's in the basement). Corked top fits most bottle necks. In a comical gift box.

PIPE DISPENSER
(Z-14878B) **$2.98**

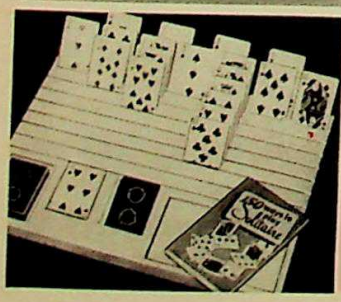
JUMBO 7" ERASER FOR PERFECTIONISTS . . . Or for well-meaning dunces . . . erases those "really big" mistakes! Whisks away words such as "antidisestablishmentarianism" in seconds! (Great, too, for people with big desks & nothing to put in them!) 7" long of super-erasing SOLID RUBBER . . . lasts and lasts. Ideal as a paperweight.

JUMBO ERASER (Z-10231B) **$1**



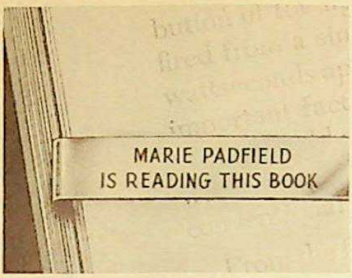
GIANT MOVIE AND SLIDE SCREEN . . . Project fabulous reproductions of black & white or color movies and slides! New, simulated beaded finish brings shots to life—gives amazing clarity & vividness, sharp detail! Lightweight, compact; sets up in seconds. Durable, no-glare plastiscope material, 40" x 40".

MOVIE & SLIDE SCREEN
(Z-08680B) **$1.98**

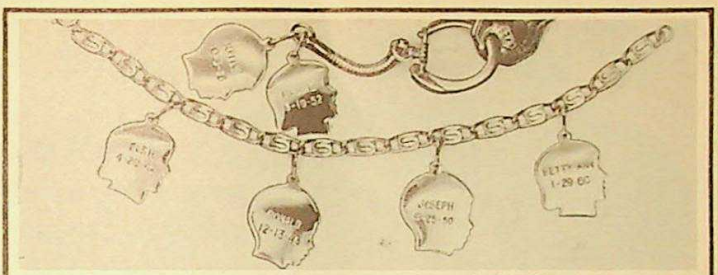


FOR YOUR SOLITARY PLEASURE . . . A lap size 14" x 18" Solitaire Board plus an exciting book that shows 150 ways to play solitaire! Board is of sturdy miracle Dylite. Holds standard size cards securely in place. Fun for folks of all ages. Especially nice for shut-ins and convalescents. Book incl.

SOLITAIRE BOARD
(Z-14803B) **$2.98**

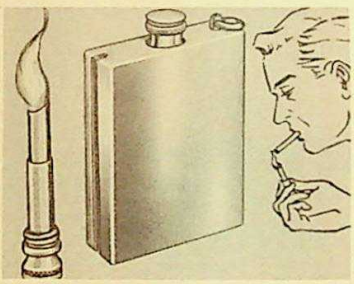


PERSONALIZED CLIP-IT BOOKMARK . . . Here's to no more dog-eared pages! Ingenious bookmark slips onto page to show where reader left off. Won't mar book! Personalized with any full name and "Is Reading This Book". Choose golden tone or silvery rhodium plate. State full name.
SILVERY MARKER (SZ-12187B) **$1**
GOLDEN MARKER (SZ-12195B) **$1**



PERSONALIZED SILHOUETTE JEWELRY . . . Profiles on parade! Gleaming golden-tone or sterling silver silhouettes proudly display the beloved child's name and birthdate . . . a treasure for proud parents, grand-parents and relatives. As the family grows, add a charm. State boy or girl, name & date for each. Tax included.

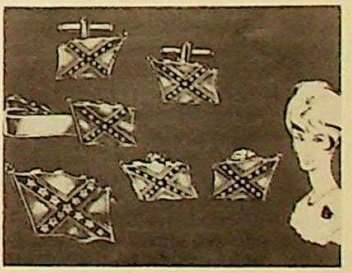
GOLDEN KEY CHAIN & 1 CHARM (SZ-55350) **$1.10**
GOLDEN BRACELET & 1 CHARM (SZ-55368) **$1.10**
EXTRA GOLDEN CHARM (SZ-55376) **79c**
STERLING SILVER BRACELET & 1 CHARM (SZ-55384) **$1.95**
STERLING SILVER KEY CHAIN & 1 CHARM (SZ-55392) **$1.95**
EXTRA STERLING SILVER CHARM (SZ-55400) **$1.10**



LIFETIME ADDRESS BOOK . . . Never becomes outdated! Removable name and address tabs . . . pull out old tab, slip in new one. Has anniversary, birthday, Christmas card list. Leather-like cover. Assorted colors. 5" x 6". 39 extra tabs. Specify name if personalized.
Address Book (Z-06221) **88c**
Personalized Address Book (SZ-28407) **$1.25**

PERMAMATCH . . . THE MATCH THAT NEVER FAILS . . . A match that lasts & lasts! Remove metal match from plastic case . . . strike on side of case . . . presto it's lit! To extinguish, replace match in case. Only 1½" square and feather light. Attaches to key ring, too! Use ordinary lighter fluid.
1 PERMAMATCH (Z-12112B) **59c**
2 PERMAMATCHES (Z-12120B) **$1**

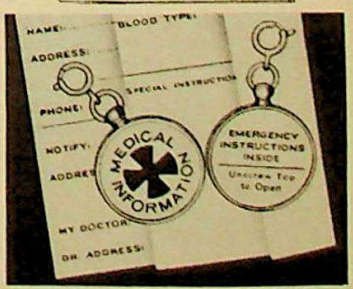
THE CONFEDERATE STARS & BARS . . . authentically reproduced on jewelry for men & women. Designed to commemorate the 100th anniversary. Rich, true enameled colors on polished silvery background. Prices include tax.
Order: **CONFEDERATE JEWELRY**
PIN (Z-12047B) **$1.10**
EARRINGS (Z-12054B) **$1.10**
CUFF LINKS (Z-12062B) **$1.10**
TIE BAR (Z-12088B) **$1.10**



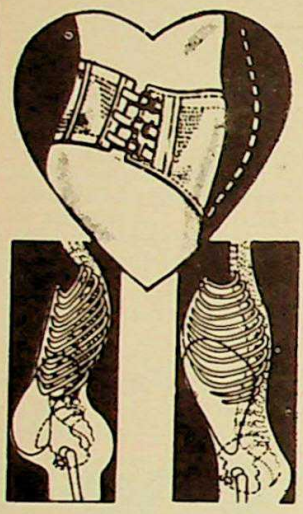
BOOK OF SOLITAIRES (Z-01743) . . . A neatly bound volume containing rules and layouts for playing one hundred and fifty games of the most fascinating form of entertainment. Written by an outstanding card authority. Two packs of Bridge size playing cards included. Wonderful for the bachelor, invalid. Enjoyed by young, old, beginner or expert.
Set **$2.95**

GIANT MEMO WALL CALENDAR (Z-57018) . . . Forgetful? Embarrassed by not remembering important dates, future engagements? Daily Memo, the giant calendar, keeps the record for you. Big 16½" x 22" sheets, with bold, black lettering. Each day is set in a large square, with plenty of room for notes. Keeps you up to date 6 weeks at a time **$1**

MEDICAL INFORMATION CHARM . . . could save your life! Wear around neck, on charm bracelet, keychain, etc. Holds printed sheet to list your identification, whom to notify, doctor's identification, etc.; important instructions if you are a diabetic, cardiac patient, allergic to certain drugs, etc. Golden-toned finish.
MEDICAL IDENT (Z-11973B) **$1**



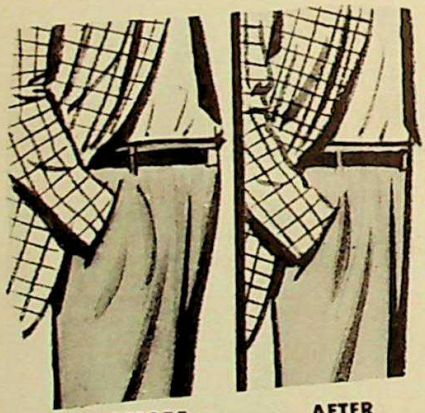
NEW Patented ALL-ELASTIC ABDOMINAL BELT



SUPPORTS YOUR BACK • FLATTENS YOUR ABDOMEN • INCREASES BREATHING CAPACITY

MEN! WOMEN! Feel and look like a new person! New Relax-Cinch lifts your abdomen up and in. Relieves downward pressure of the diaphragm . . . permits deeper, easier breathing and improved circulation. Eases pressure on back and spine . . . discourages backache, fatigue, and tension. 100% elastic fabric gently, constantly massages the abdominal muscles with each breath. Firms up weakest muscles without heavy stays and stiffeners . . . so light and comfortable you'll never know you have it on. No bulky strapped-in feeling. Promotes good posture, enhances your appearance with a trim, healthy look. Recommended for back ailments, abdominal sag, abdominal hernia, post-surgery. Gives athletes blue-ribbon energy; workmen, all-day pep . . . you'll feel the difference! Give exact waist measurement, weight, height, and man or woman.

RELAX-CINCH Sizes 24 to 44 (PZ-59329) **$10.95**
RELAX-CINCH Sizes 46 to 54 (PZ-59337) **$11.95**



BEFORE **AFTER**

DOCTORS RECOMMEND IT! HERE'S WHAT USERS SAY:

"Besides a comforting support, Relax-Cinch seems to give the wearer a constant gentle massage while he is in motion. This improves circulation and brings nutrition to irritated back muscles." —Dr. B. K., Physician and Surgeon, Los Angeles, Calif.

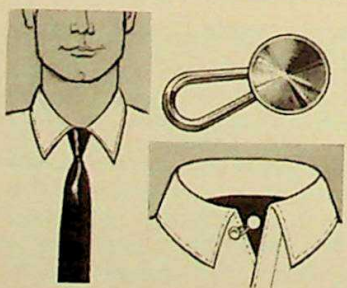
• • •

"It seemed that after every game of golf I was very tired and had severe backache. Our 'pro' got me to try Relax-Cinch and since then I've suffered no ill effects from playing 18 holes two or three days in a row."—P. H. T., Beverly Hills, Calif.

• • •

"Being a postal clerk requires me to be on my feet 8 hours a day. Wearing Relax-Cinch has done wonders and I'm not the tired person I used to be."—R. S., Post Office Station #1, Beverly Hills, Calif.

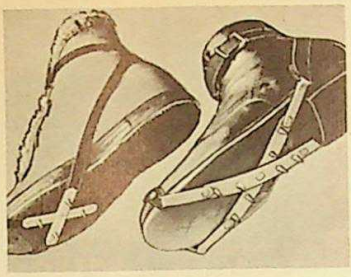
PROTECTION FROM RAIN AND SNOW



FEATHERWEIGHT RAIN SLUSHERS . . . with compact plastic traveling case! Slushers completely cover men's shoes with wear-resistant Polyvinyl — have triple thick non-skid soles. Resistant to heat, oils, gas. Non-tiring.
Order: **SLUSHERS** **$2.98**
SMALL 6-7½ (Z-47506);
MED. 7½-9 (Z-47514);
LARGE 9-10½ (Z-47522);
X-LARGE 10½-12 (Z-47530)

SHIRT COLLARS TOO TIGHT? . . . Instantly add a full ½ size to too-tight or too-starched collars! Just slip loop over neckband button; button into buttonhole . . . magic "right-fit" relief! Hidden by tie. No sewing. Transfer from shirt to shirt. Miracle zytel nylon!
2 STRETCH BUTTONS (Z-01669B) **59c**
4 STRETCH BUTTONS (Z-01677B) **$1**

MEN'S TOTE BOOTS . . . Pure rubber . . . so light can be carried in pocket, glove compartment, or tackle box. Perfect as snow or rain boots for city wear . . . tough enough for sports. 12" high; jet black.
SM. BOOTS 6-7½ (Z-55491)
MED. BOOTS 8-9½ (Z-55509)
LG. BOOTS 10-11½ (Z-55517)
X-LG. BOOTS 12-13 (Z-55525)
Each pair **$5.98**



ICE GRIPPERS PREVENT SLIPPING . . . Firm footing on winter's slickest surfaces . . . you can't slip or fall! Rustproof, riveted steel grippers go on and off in a jiffy over shoes, boots, galoshes. Strong webbing straps hold them firmly in place . . . so they can't slide off. Lightweight.

WOMEN'S & CHILDREN'S GRIPPERS (Z-54932) **$1.49**
MEN'S GRIPPERS (Z-54940) **$2.49**

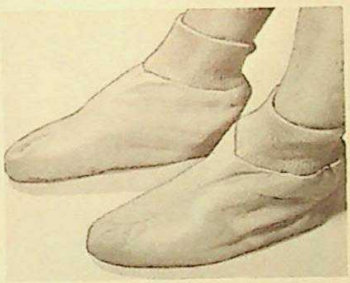
BARE FOOT BOOTS WITH DEEP PILE LINING

KEEP FEET WARM!

As comfortable as walking on a cloud . . . bare feet will love them! Unique Furry Boots are completely lined in deep, deep acrilan pile—keeps feet toasty warm in coldest weather. Terrific for really relaxing around the house. Long-wearing, lightweight material with soft rubber soles; moth-proof, mildew-resistant, non allergic. Pile won't mat down . . . stays soft. Washable.

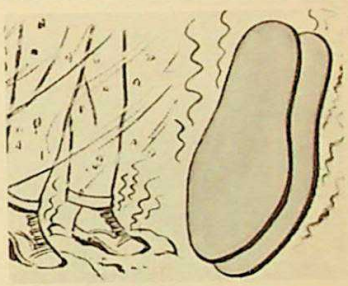
Order: **BARE FOOT BOOTS.** Men's Small (6-8) (Z-08441B); Men's Med. (8-10) (Z-08458B); Men's Large (10-12) (Z-08474B); Women's Small (4-6) (Z-08482B); Women's Med. (6-8) (Z-08490B); Women's Large (8-10) (Z-08524B).
Each Pair **$2.98**

PORTABLE FANNY WARMER (Z-59709) . . . Warms you up (you know where) in coldest weather! Goes on hunting & fishing trips; to football games; all outdoor sport events. Miracle material multiplies & radiates your own body heat. No wires, flames or chemicals. Sit on it for delightful body warmth. Great for cold feet, too! Weight-less. 14" x 8" **$1**



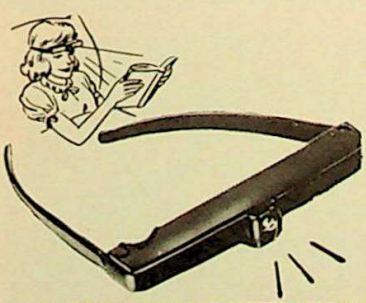
HOT HOSE . . . KEEP FEET AMAZINGLY WARM . . . Quilted 100% nylon shell with dacron fill and heat-reflecting sole . . . produce unending warmth. Lightweight . . . washable! Snug elastic nylon ankle gripper. Keeps sock in place. Tan.

SM HOT HOSE (Z-11429B); **MED HOT HOSE** (Z-11437B); **LG HOT HOSE** (Z-11551B); **X-LG HOT HOSE** (Z-11569B). Pair . . . **$2.50**



MAGIC HEAT-A-FOOT . . . Comfortable cushion that keeps feet WARM . . . during cold winter months. Simply scissor the dotted pattern to fit your foot & insert in shoe. Gives glowing warmth on body contact. Action won't wear out!

Order: **HEAT-A-FOOT**
MENS (Z-11742B) **$1**
LADIES & CHILDS (Z-11791B) .**$1**



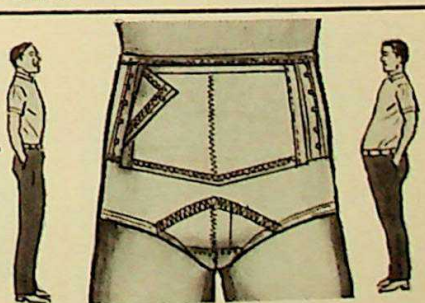
CUSTOM LIGHTING WITH "HEADLITE" . . . Slips on like glasses to cast a direct light wherever your head turns . . . without illuminating a whole area! Read in bed and not disturb anyone. Fits over reading glasses. Wonderful for repairmen, hobbyists, electricians —a no-hands flashlight! Works on standard batteries (not incl.).

1 HEADLITE (Z-56044) **98c**
2 HEADLITES (Z-59477) ..**$1.88**

LOOK BETTER! FEEL YOUNGER!

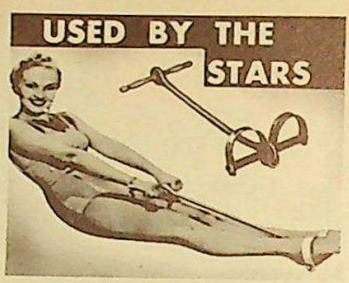
NEW SUPPORTER-SLIMMER-BRIEF

3 GARMENTS IN 1



It's a healthful athletic supporter, a slimming abdominal controller, and a comfortable ordinary underwear brief . . . all in one! No need to wear any other garment. New anatomical design trims waistline, firms derriere, promotes healthier posture, braces sagging aching back muscles. Also helps to stimulate breathing and discourage fatigue. Double-snap panel adjusts as you lose or gain weight. Finest elastic & rayon acetate construction with helanca pouch and nylon front shield. Washes easily. Order:
SUPPORTER-SLIMMER-BRIEF **$3.98**
SMALL 28-32 (Z-61887); **MEDIUM** 33-36 (Z-61895); **LARGE** 37-40 (Z-61903); **X LARGE** 41-42 (Z-61911).

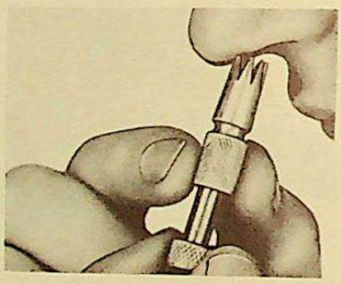
MAKE TEETH PEARLY WHITE! . . . Never be "smile-shy" again! Exciting new enamel cosmetic applies a radiant white lustre to your teeth. Dull, stained, yellowed teeth glisten; naturally white teeth sparkle like never before. Applies easy as nailpolish with its own brush. Harmless to teeth, gums, fillings. Odorless, tasteless. ¼ oz.
KOPAL (Z-05199B) T. I. . . **$3.30**



"STRETCH TO HEALTH" EXERCISER (Z-11619) . . . A relaxing self-exerciser that helps to reduce waistline and hips, improve circulation and digestion, develop correct posture! Easy to use, convenient to carry. Ideal for men, women, children—of all ages. Of fine quality rubber with plastic trim. Tried, tested and proven. Complete with instruction chart. Only **$3.98**

SMOOTH AWAY FINGERNAIL RIDGES . . . Helps harden nails! Helps prevent splitting! Nail Tone, a fine white powder is absorbed into the nail itself. Forms a protective hardening cover. Used regularly, it helps eliminate splitting, breaking, chipping. Gives a mirror-like gleam. Not disturbed by detergents. ⅛ oz. Tax incl.
NAIL TONE (Z-12955B) . **$1.65**

CUSTOM-FIT ORTHOPEDIC BUNION BANDAGE (PZ-00752) . . . Patented Hallux Valgus Corrector gives quick relief, straightens deviated large toe, reduces enlarged joint. Soothing Rohadur lever action works painlessly while you sleep, coaxes large toe to normal position. Specify shoe size & width; right or left foot; man or woman.
Each . . . . . **$5**; Pair **$9**



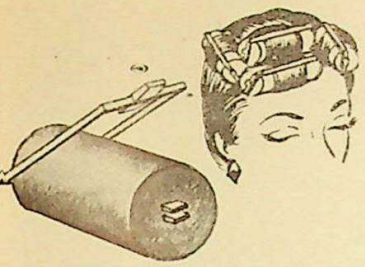
REMOVE UNSIGHTLY HAIR FROM NOSE AND EARS (Z-58784) . . . Designed especially to reach those hard-to-get-at spots. Removes hair in nostrils and ears gently and safely. Easy, efficient, HYGIENIC! Cannot injure delicate skin . . . you run no risk of infection. 2" long of finest surgical steel, chromium plated.
Each **$1**

REMOVE STUBBORN DENTURE STAINS WITHOUT SOAKING! . . . Just brush this professional cream formula on all full or partial dentures & rinse off . . . removes tarter, yellow, stains almost instantly! Leaves dentures sparkling white, odor-free & fresh-tasting . . . EFFORTLESSLY! Enables wearers of dentures to chew gum. Denture brush included. 3 ozs.
DENTURE-CLEAN (Z-07443B) **$1**

BUNION CUSHION SET . . . Protects bunions & enlarged joints from shoe pressure & irritating friction. Stays in place without adhesive. Soft air-cushioning foam rubber. Washable.
Order: **BUNION CUSHION.**
WOMEN'S (4-7) (Z-03202B);
WOMEN'S (7½-10) (Z-03210B);
MEN'S (all sizes) (Z-03228B).
Each **$1**

NU CHIN BEAUTY BAND (Z-15347) . . . Are your facial muscles losing their firmness? Try Nu Chin! Easy to wear while you sleep, read, watch TV. Made of fine latex elastic with adjustable head piece for proper tension. Gentle upward pressure where it's needed. Don't waste time hoping for miracles! Get Nu Chin beauty band.
Only **$1**

END BENT TOE DISCOMFORT! . . . Toe Straightener relieves pain from bent or cramped toes . . . wedge shape restores them to normal position! Corns caused by crammed toes disappear! Molded foam rubber, washable chamois cover. Order: **TOE STRAIGHTENER**
SM 4-7½ **LEFT** (Z-02477B) **$1**
SM 4-7½ **RIGHT** (Z-02485B) . . **$1**
LG 8-13 **LEFT** (Z-02493B) **$1**
LG 8-13 **RIGHT** (Z-02519B) . . . **$1**



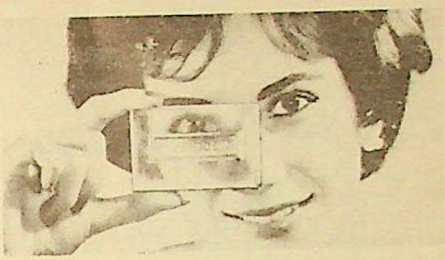
FLEXIBLE ROLLERS YOU CAN SLEEP ON! . . . For the new, high, puffed bouffant styles! Of soft, foamy polyurethane that absorbs moisture! No end papers required. Light & flexible. Retracted self-locking . . . no pins or clips needed.

Order: **FOAM ROLLERS**

16 MEDIUM (Z-15370B) **$1**
12 LARGE (Z-15388B) **$1**
10 JUMBO (Z-15396B) **$1**

WHY PAY $1.00 FOR A CAKE OF SOAP?

It may sound ridiculous but the results are priceless!

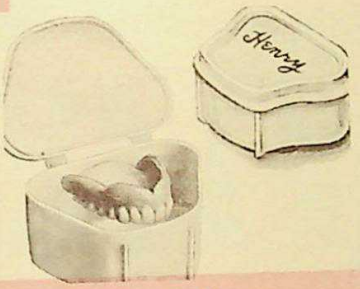


NEUTROGENA . . . the transparent miracle! Some call it soap because it looks like soap, is used like soap. Others call it a complete beauty treatment compressed into a single amber bar. Developed by Dr. Edmond Fromont, of Brussels, acknowledged as one of the world's great cosmetic chemists. Contains no medication whatever. It works without the harshness of highly alkaline soaps. Its essential ingredients are RARE OILS. Leaves your skin feeling as pure, clean, clear as a spring lake. To preserve the flawless complexion you now have or recapture lost skin beauty order:

NEUTROGENA (Z-56523) **$1**

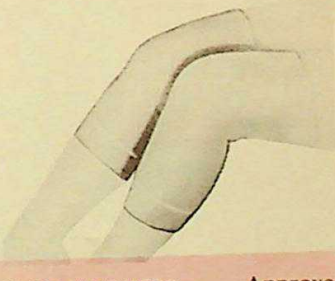
ENJOY SOUNDLESS SLUMBER!... Does noise keep you awake? . . . Barking dogs? Traffic? Children? Just slip Shut-Offs in your ears and sleep soundly. Shut off disturbances! Made of a new sound-deadening material, they're so light and comfortable you hardly feel them. Safe. Last for years! Fit any size ears.

SHUT-OFFS (Z-03996) Pair . . **79c**



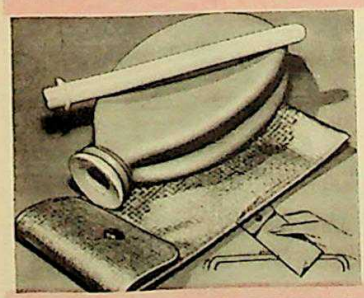
DELUXE DEN-SHURE-CUP . . . Hygienic bath for full or partial dentures. Polyethylene with hinged lid seals both dentures and liquid within and protects the contents even if dropped! A built-in ridge acts as positioner and shock absorber. State 1st name to be hand painted on lid.

PLAIN CUP (Z-02006)
Each . . . **69c**; Two for . . . **$1.29**
PERS. CUP (SZ-33332) **$1**



KNEE WARMERS . . . Approved by many doctors for quick, soothing relief of arthritis, bad circulation, foot, ankle ailments! Promotes circulation! 100%, French spun, neutral zephyr virgin wool with STRETCH construction to fit snugly.

Reg. Sized Warmers (for women) (Z-20388) **$1.98**
Extra Sized Warmers (for men) (Z-20396) **$2.50**

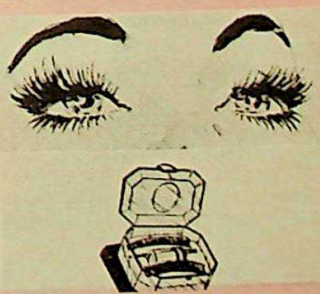


FEMININE HYGIENE FOR WOMEN ON THE GO . . . Your Tiny Kit for personal daintiness! No larger than an eyeglass case, yet tucked discreetly inside is a feminine hygiene syringe. Terrific for travel. Soft 16 oz. latex bag with smooth plastic pipe . . . no hose, clamps or bulky equipment. 6" x 2¾" case slips inconspicuously into purse.

TINY KIT (Z-04184B) **$1.98**

IMMEDIATE RELIEF FROM EYE-GLASS PRESSURE . . . with soft, springy, foam rubber Cushion Rests! Relieves "pressure spots", eases heavy lenses, keeps glasses from sliding forward! Gives more comfort than any other nose pad! Self-adhesive . . . apply to nose-piece or temples of frames. One size fits all.

CUSHION RESTS (Z-59980)
Pack of 3 Pr. . . **35c**; 3 Packs **$1**

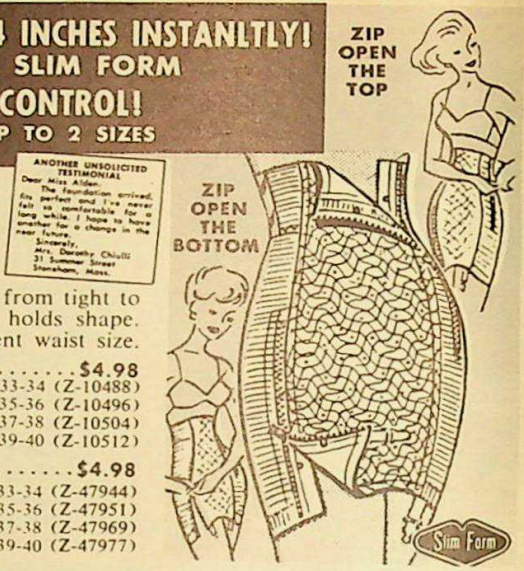


5 SECONDS TO GLAMOROUS, EXCITING EYES . . . Why have dull, lifeless eyes when it's so easy to bring out their hidden beauty? These absolutely natural looking, hand-made lashes are simple to apply . . . can be used over and over again. In compact-like case, adhesive included.

BLACK LASHES (Z-53348) . . . **$1**
BROWN LASHES (Z-53355) . . **$1**

SLIMS APPEARANCE UP TO 4 INCHES INSTANLTLY!
NEW TWIN ZIPPER SLIM FORM
WITH COMFORT CONTROL!
SLIMS APPEARANCE UP TO 2 SIZES

ZIP OPEN THE TOP



ANOTHER UNSOLICITED TESTIMONIAL
Dear Miss Alden:
The foundation arrived, fits perfect and I've never been so comfortable for so long while. I hope to have another for a change in the near future.
Sincerely,
Mrs. Dorothy Chiotti
31 Summer Street
Stoneham, Mass.

Lightweight, comfortable . . . trims up to 4" off your appearance instantly. Molds tummy, hips, thighs, in a smooth, unbroken, "slender silhouette" look! Zip top down, bottom up, roll up and slip on like hosiery. Smooth power elastic gives as you move. Never "rides up". Never too snug; Comfort Control adjusts from tight to loose, in seconds, without disrobing. Wears longer, holds shape. Washes beautifully; dries fast. White. Order by present waist size.

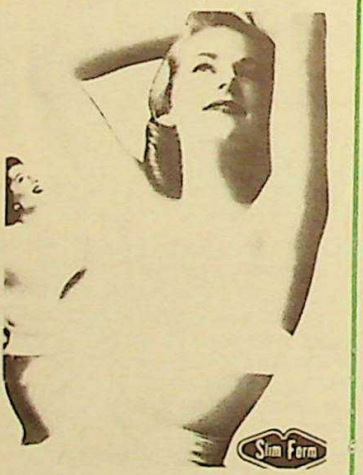
REGULAR TWIN ZIPPER SLIM FORM **$4.98**

SMALL WAIST 24-26 (Z-10447)	2X LARGE WAIST 33-34 (Z-10488)
MEDIUM WAIST 27-28 (Z-10454)	3X LARGE WAIST 35-36 (Z-10496)
LARGE WAIST 29-30 (Z-10462)	4X LARGE WAIST 37-38 (Z-10504)
X LARGE WAIST 31-32 (Z-10470)	5X LARGE WAIST 39-40 (Z-10512)

PANTY TWIN ZIPPER SLIM FORM **$4.98**

SMALL WAIST 24-26 (Z-47902)	2X LARGE WAIST 33-34 (Z-47944)
MEDIUM WAIST 27-28 (Z-47910)	3X LARGE WAIST 35-36 (Z-47951)
LARGE WAIST 29-30 (Z-47928)	4X LARGE WAIST 37-38 (Z-47969)
X LARGE WAIST 31-32 (Z-47936)	5X LARGE WAIST 39-40 (Z-47977)

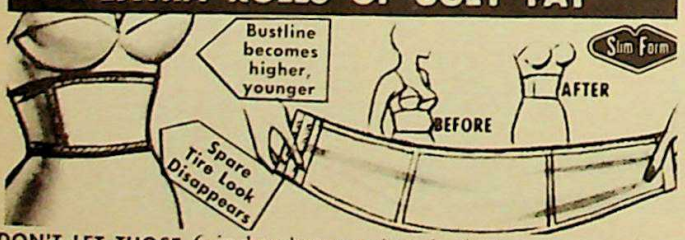
OOH LA LA SWEATER BRA ! ! !



At last! A bra that fits like a second skin! Gives you a fuller, rounder, more natural contour under clinging sweaters, jersey blouses, anything that REALLY fits. Exclusively designed 4-section cups are foam lined with an all-over Helanca covering. Latex front and no-curl anchor band. White only.

SWEATER BRA, 32A (Z-14969)
SWEATER BRA, 34A (Z-14977)
SWEATER BRA, 36A (Z-14985)
SWEATER BRA, 32B (Z-14993)
SWEATER BRA, 34B (Z-15008)
SWEATER BRA, 36B (Z-15016)
SWEATER BRA, 38B (Z-15024)
SWEATER BRA, 34C (Z-15032)
SWEATER BRA, 36C (Z-15040)
SWEATER BRA, 38C (Z-15057)
SWEATER BRA, 40C (Z-15065)
Each **$2.98**

NOW YOU CAN EVENLY DISTRIBUTE EXTRA ROLLS OF UGLY FAT



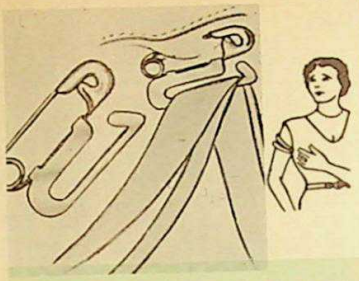
DON'T LET THOSE 6 inches between bra & girdle ruin your figure. New amazing pure rubber stretch band is designed to whittle inches from your middle. Urges bust upward . . . creates a sleek one piece silhouette of hips, waist, midriff, bustline. Ugly, overlapping rolls, that "spare-tire" look, and excess waist & hip fat seem to disappear. Thousands of tiny electrostatic holes help prevent perspiration. Smooth Helanca lining is comfortable; won't cut or pinch. Washable! Order: **MIDRIFF CINCHER.**

SMALL (24-26) (Z-57836); **MEDIUM** (27-28) (Z-57844); **LARGE** (29-30) (Z-57851). Each **$1.49**
X LARGE (31-32) (Z-57869); **2X LARGE** (33-34) (Z-57877); **3X LARGE** (35-36) (Z-57885); **4X LARGE** (37-38) (Z-57893); **5X LARGE** (39-40) (Z-57901). Each **$1.69**

STAY WARM ALL-OVER WITH COZY NEW WINTERWEIGHT TUBULAR SLIP

Don't be cold all winter! Keep warm & comfortable. Discourage colds, body aches, pains! Luxurious, 100% cotton slip is "knit to fit" . . . with built-up shoulder line and drawstring tie neck. No side seams, knit-in bottom border: can't crawl up. Snug-fitting . . . keeps warmth in, chill out. Washes easily. White.

Order: **KNIT SLIP** **$2.98**
Sizes 32 to 36 (Z-59733)
Sizes 38 to 40 (Z-59741)
Sizes 42 to 44 (Z-59758)



LINGERIE GUARDS FOR RUN-AWAY STRAPS (Z-34223) . . . Double duty beauties that keep straps neatly together and on the shoulder. Just pin to inside shoulder seam . . . slip in straps . . . voila! We'll send you two pair of golden-toned and two pair of silver-toned guards. Completely rust-proof. May be left on garment when washed or dry cleaned . . . . . **4 Pair $1**

BASIC BLACK ALL-OCCASION DRESS . . . the most valuable dress in your wardrobe! Luxurious blend of 80% Orlon Acrylic and 20% Wool easily converts for your dressiest or most relaxed occasions. ¾ push-up sleeves, open V-neck. Skirt flares gracefully beneath its own self-belt. Order "**BASIC BLACK DRESS**":

Size 11/12	(Z-28530)
Size 13/14	(Z-28548)
Size 15/16	(Z-28555)
Size 17/18	(Z-28563)
Size 20	(Z-28571)
Size 14½	(Z-28589)
Size 16½	(Z-28597)
Size 18½	(Z-28605)
Size 20½	(Z-28613)
Size 22½	(Z-28621)

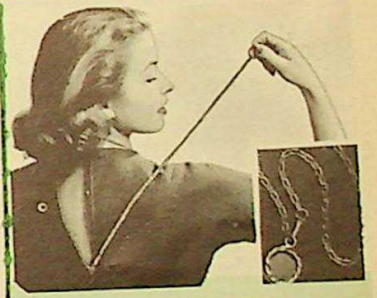
Each dress is only . . . **$5.98**

THE MOST FEMININE UNDIES EVER CREATED . . . Made of lacy soft Helenca that s-t-r-e-t-c-h-e-s to comfortably fit like a second skin! Bewitchingly different. Exotic Bikini is a little nothing of a panty with reinforced seams and opaque crotch. Carefree Panty Brief has heat resistant elastic at waist and legs. Long Leg Garter Panty gives mild, comfortable control. One size fits all (5 to 8). (Not returnable if worn.)

WHITE BIKINI (Z-60921), **BLACK BIKINI** (Z-60939)
Each **$1.29**; **2** for **$2.49**

WHITE PANTY (Z-60947), **BLACK PANTY** (Z-60954)
Each **$1.49**; **2** for **$2.79**

WHITE GARTER PANTY (Z-60962),
BLACK GARTER PANTY (Z-60970) Each **$2.49**; **2** for **$4.79**



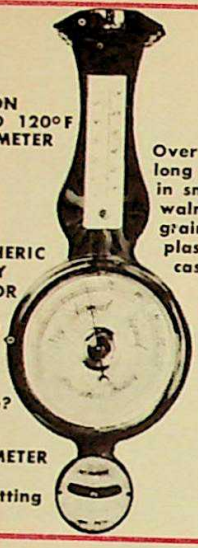
ZIPPER UPPER (Z-00851) . . . Better than a husband to pull up a "hard to reach" zipper! Invaluable if you live alone! A 16" chain with a hook on one end, a beautiful rope designed circlet on the other . . . all in gleaming golden-toned metal. Simply hook chain to zipper tab and pull. Up it goes as neat as you please. Works just as smoothly on the way down. **79c**

NO SLIP BLOUSE-SKIRT HOLDER (Z-23705) . . . Grips both skirt and blouse and keeps them in place! Triple rubber treading on both sides of this white belt ends that "Battle of the Slipping Blouses". Belt is adjustable to all size waists, never rides up, completely comfortable to wear. And it's washable. Great for those "too long slips", too. **59c**

SOFT AS SILK RAINCAPE

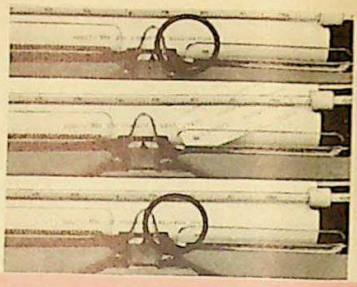
LONDON BOBBY CAPE (Z-17251) . . . The year's newest rain rage! A copy of the original cape made famous by England's law officers. Made of "soft as silk", quality plastic in black with striped binding and stamped with an official looking British-type seal. Generously full cut (120" around) with reinforced tie collar. Easily goes over heavy coats, suits, etc., and protects books and packages, too! Ideal for campus queen, career girl, football hero, etc., in rain or shine. Attached hood protects milady's coiffure. Comes in its own plastic carrying case for pocket or purse. **$1**

ORDER BLANK ON PAGE 49


PRECISION —20° TO 120°F THERMOMETER
Over 12" long . . . in smart walnut-grained plastic case
ATMOSPHERIC HUMIDITY INDICATOR
Will it Storm?
Will it Clear?
Will it Change?
INCLINOMETER assures correct setting

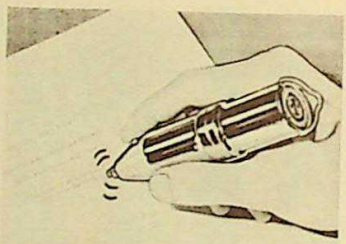
BE YOUR OWN "WEATHER MAN"

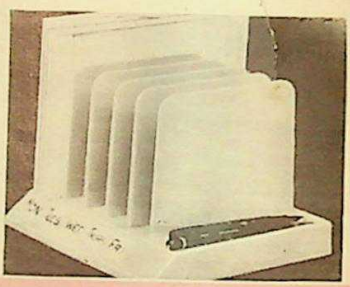
Don't let hours-old Radio and TV weather reports steer you wrong! Weatherometer keeps you one step ahead of the weather . . . lets you dress your children accordingly . . . makes sure you don't get caught without your umbrella! Sensitive movement responds to slightest change . . . even has adjustment on back for altitude! Precision made in U.S.A. Certified accurate by famed Century Instrument Co. Each gift boxed, complete with simple operating instructions. Order: **WEATHEROMETER** (Z-10405) **$2**



CORRECT TYPED MISTAKES WITHOUT ERASING! . . . Eliminate the muss & bother of erasing . . . banish smudges & torn paper! Just place a Perfectype tab over your mistake & retype it . . . THE ERROR'S GONE! You don't even have to touch the paper. Eliminates damaging erasure grit in typewriter, too. 132 sq. inches of convenient perforated tabs.
PERFECTYPE (Z-07336B) **99c**

STAPLELESS

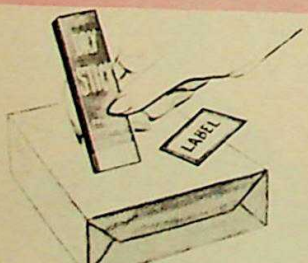




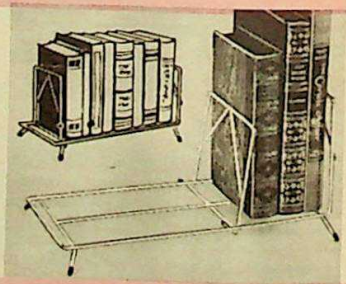
STAPLE-LESS PAPER FASTENER (Z-54353) . . . Don't buy another staple or paper clip! This revolutionary fastener attaches all types of paper without staples! Just tap the lever . . . paper is fastened by interlocking the sheets—holds them securely together. Use in the office and home . . . think of the money saved! Metal construction, tested and proven. **$1.98**

WHISKS AWAY ERRORS FAST! . . . Push the button and this battery operated wonder removes typewritten, ink or pencil errors! Fast and neat. No more holes through paper because Electric Eraser works by rotation, not pressure! Gleaming metal, 6" long. With 4 replacement tips and 2 brushes. (Battery not included).
ELECTRIC ERASER
(Z-54148) **$1.49**

TIDY DESK FILE (Z-00885) . . . Keeps your desk top neat, organizes bills, letters, other papers. Made of lustrous plastic in decorator colors to match the new telephones: Beige, Black, Green, Grey. File has 5 racks, each 5" x 4" x ⅞", and a platform for pens, pencils. One-piece moulded construction. State first and second color choice. **$2**



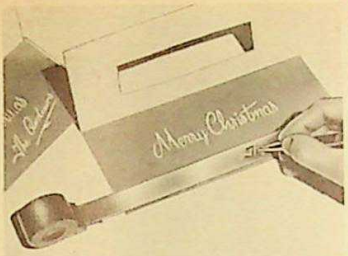
PULL-OUT WALL LAMP



PRESSURE SENSITIVE PASTE . . . (Z-33647) . . . In dry bar form! Drystik rubs on and leaves a pressure sensitive coat. Sticks instantly to paper, glass . . . anything clean and dry. Nothing to dry out . . . keeps forever. Won't mess fingers. A boon for office, home, school, store. Ounce bar pastes more paper than a quart of paste or rubber cement. . . **59c**

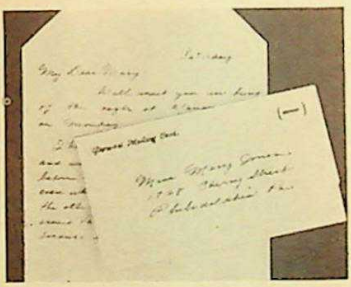
SCISSOR WALL LAMP . . . *extends to a full 28".* Stunning modern styling of lifelong metal and brass. Safe, precision made electrical parts. Lamp adjusts to any position for direct or indirect lighting. On-off switch. Ideal for any room in the home. Order: **SCISSOR LAMP.**
IVORY & BRASS (Z-33373)
BLACK & BRASS (Z-33381)
Each **$3.98**

E-X-P-A-N-D-A-B-L-E BOOK AND RECORD RACK . . . Opens to a full 10 inches for books, magazines, hi-fi tapes, record albums. And it will hold as little as one upright! Brilliant golden-toned brass finish. Rubber-tipped feet won't mar furniture top. 11" long, 5½" high, 5" deep.
ADJUSTABLE BOOKY
(Z-07237B) **$1**

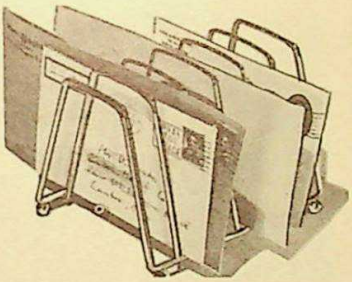


YOUR SIGNATURE IN GOLD! . . . Exquisite personalization for your place cards, invitations, greeting cards, napkins, wrapping paper, etc. Brilliant gold that won't rub off! Comes in handy dispenser . . . just pull out amount of gold foil needed . . . tear off & write away! 20 feet of foil lets you do as many as 100 greeting cards.
WRITE GOLD (Z-09654B) **$1**

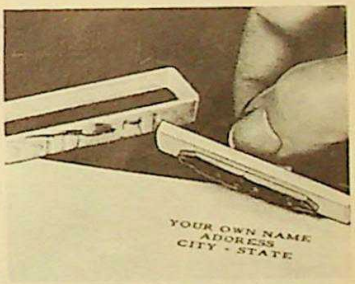
EMBOSS YOUR OWN STATIONERY . . . Convert plain paper into expensive-looking, personalized stationery. Makes a PERMANENT raised-letter impression of your name & full address or distinctive monogram. Just insert & press. For notes, paper, checks, envelope flaps, etc. All-steel construction. For Name & Address Embosser print 3 lines up to 21 characters each including spaces & punctuation. For Monogram Embosser specify 3 initials in Old English, Classic, or Script lettering: or 1 initial in Old English Round, Old English Oval, Classic Round, or Classic Oval.
Order: EMBOSSER according to style desired.
NAME & ADDRESS FOR STATIONERY ONLY (PZ-61218) . . **$4.95**
NAME & ADDRESS FOR STATIONERY & ENVELOPES (PZ-12542B) **$5.95**
MONOGRAM FOR STATIONERY & ENVELOPES (PZ-09357B) **$5.95**



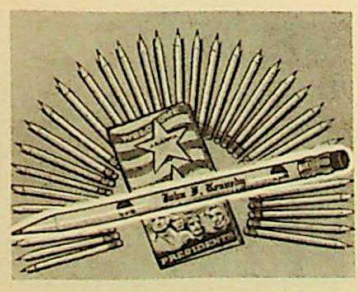
HASTY NOTES (Z-53488) . . . In a hurry? Our Mailing Cards are just the thing for speedy correspondence . . . need no envelope yet your note is kept private! Gives you three times more writing surface than on a post card! Simply fold in half and slip into slot at bottom—fastens securely, opens easily. No more licking.
50 Notes for **$1**



KEEP DESK TOPS ORGANIZED . . . with your own "Desk Porter"! Bills, letters, business papers, odds & ends are filed neatly on top of desk . . . easy to get at . . . organized! 6 roomy compartments, each 1" wide, keep even busiest desks systemized. Brilliant brass plated metal construction with non-mar ball feet. Keeps bureau tops neat, too.
DESK PORTER (Z-61770) **$1**

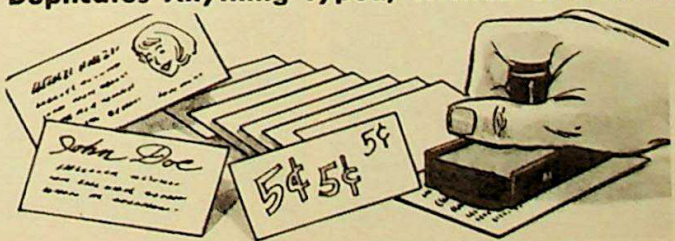


AN EXECUTIVE TOUCH (PZ-01578) . . . added to your personal belongings with Pocket Rubber Stamp! Large type gives an easy-to-read, clear impression. Looks like expensive printing. Small and compact . . . weighs less than an ounce. Handy case contains continuous self-inking device. Specify name, address, city, state. For business executives, housewives. **88c**

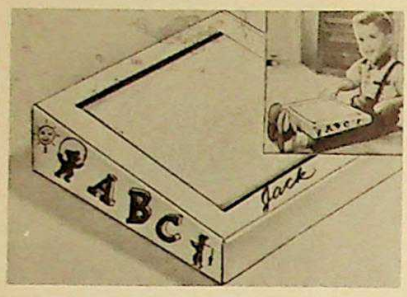


34 PRESIDENT PENCILS (Z-56143) . . . A complete set of 34 pencils each printed with name, picture and vital information on all of our American Presidents—from Washington to Kennedy! Interesting & educational for young & old. Quality lead topped with pure rubber erasers. 26 page Book of Presidents incl. . . . **$1.98**

MAKE YOUR OWN STAMP!
Duplicates Anything Typed, Written or Drawn!



Make-A-Stamp reproduces any copy or sketch exactly as you want it . . . your own printing press! Works like a stencil . . . just type, write or draw any material on the stencil, ink the pad & attach stencil. You're ready to print original cards, signs, announcements, nameplates, etc. MAKES 100 COPIES WITH EACH INKING! 1" x 3" working area accommodates 5 typewritten lines. Stencils are changeable & can be stored for reuse. Set includes stamp with handle, 8 stencils, ink, applicator, test paper, & instructions.
MAKE-A-STAMP (Z-58529) **$2**
20 EXTRA STENCILS (Z-58537) **$1.** **EXTRA INK** (Z-58545) **75c**

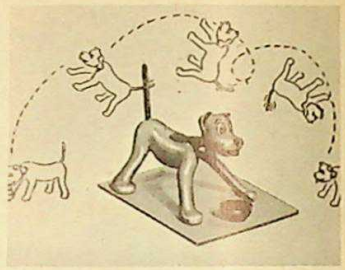


KIDDIES OWN PERSONALIZED ART DESK

DRAW PICTURE
ROLL PAPER
TEAR OFF!

For the budding Rembrandt in your family—a sturdy, rolling art desk! After masterpiece is finished, child simply rolls another length of paper to draw on & tears off his creation. Or, let him make a yard-long mural. Durable, colorfully printed craftboard with storage section for his art materials (crayons, erasers, etc.); carefully personalized with your artist's full name. Complete with generous supply of paper . . . refill with standard shelf paper. 12"x15". Specify child's name.

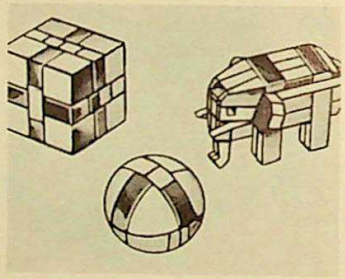
PLAIN ROLL-A-PIC DESK (Z-14118B) $1.49
PERSONALIZED ROLL-A-PIC DESK (SZ-14126B) $1.98



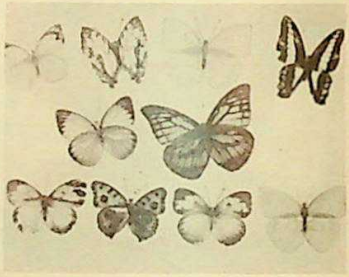
FINICKY FIDO (Z-00109) . . . It's a toy, a trick and a game! Press Fido's head into his bowl of food and he'll eat for a couple of seconds, pick his head up, and then to your amazement, turn a backward somersault, and land on his feet! Surprise your friends when he flips! He'll do tricks without his bowl of food, too. 3½" high x 3½" long. . . .59c; 2 for. . .$1

THROW A "PROFESSIONAL" PITCH EVERYTIME! . . . with our Trick Baseball! Just let it go and the ball does the rest . . . it curves, dips, flutters, rolls in circles. It's fascinating! Kiddies feel like Big League Pitchers. Authentic looking rubber with white finish and embossed stitching.

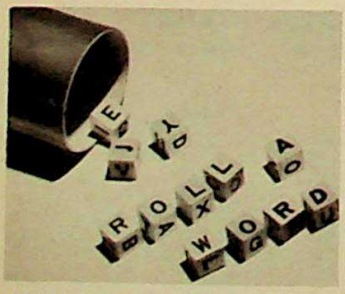
TRICK BASEBALL
(Z-14886B) 49c



WOODEN PUZZLES (Z-07898) More puzzling than a WOMAN! Hours and hours of laughter or hair-pulling (according to your personality)! Designed by the Japanese who are noted for their intricate puzzle accomplishments! Since we can't insure your life against "dying from trying to solve our puzzle," we have included the secret of how it's done. Set of 3 .....$1

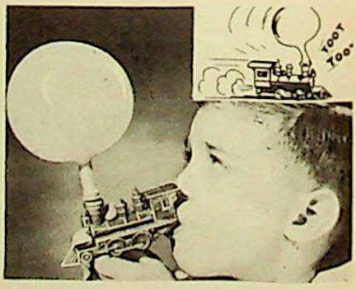


10 RARE JUNGLE BUTTERFLIES (Z-04119) . . . Tropical splendor to make stunning conversation pieces on your table, dresser tops, serving trays, waste baskets or framed pictures. Gorgeous specimens up to 3" across are genuine, imported beauties. Each processed to lie flat. Add majestic color to your decorating theme. Fascinating, educational delight for youngsters. 10 for 69c

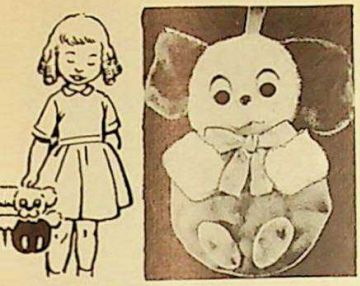


TEACH-A-CHILD (Z-00760) . . . with this new dice game that spells out words "crossword style"! Learning their ABC's & practicing spelling becomes fun —children's marks will soar! 12 wooden dice printed with the alphabet are rolled from a shaker, then arranged as words . . . no board needed. Fun for adults, too! Easy rules included.
Each. . . . .59c 2 for. $1

MICROSCOPE THAT MAGNIFIES 150 TIMES (Z-04648) . . . Miniature sized to 6 inches high—but actually magnifies an object 150 times its regular size. Imported, precision instrument is finely detailed to the smallest part. Made of heavy black metal with three glass slides and mirror included. Fascinating, educational, budget priced. $1.59



JET CHOO CHOO (Z-52043) . . . All you have to do is blow up the balloon and away she goes! This realistic little locomotive takes off like a jet, whistling as she runs along the floor. Fully propelled by its balloon smokestack, no batteries, no wind-up. Molded of durable plastic in bright assorted colors. Approx. 5" long. 49c



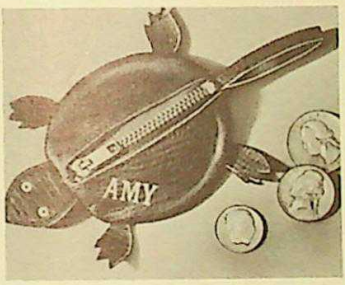
ATTENTION LITTLE GIRLS! BILLY THE BEAR . . . wants to hold all your "worldly wealth"! Yes, he'll mind the little miss's school tickets, penny candy money, etc. Soft, plush felt . . . so cuddly & lovable. Back zipper . . . nothing can get lost! Bright pretty colors. 6" wide with easy-carrying plastic handle. Tax included.

BEAR PURSE (Z-07591B) . . **$1.38**

CHILDREN'S OVERSHOES . . . With amazing new So-Lo Prene soles. Absolutely rip-proof . . . can't rip or tear! Long wearing pure gum rubber . . . easily stretches over shoes—protects sides, toes, heels, and bottoms. Hard to outgrow. Safe non-slide ribbing. Specify first color choice: red or brown. Order: **OVERSHOES** Size 3½-5 (Z-56234) **$1.69**; Size 5½-7½ (Z-56242) **$1.69**; Size 7½-9 (Z-56259) **$1.69**; Size 9½-11 (Z-56267) **$1.99**; Size 11½-13 (Z-56275) **$1.99**; Size 13½-1 (Z-56283) **$1.99**; Size 2-3 (Z-56291) **$1.99**

DAUGHTER'S FIRST BRACELET . . . She'll never have it off her wrist! Gleaming Sterling silver link bracelet boasts a dainty panel engraved with her name . . . delicate little wrists just love it. Little men wear 'em too, as I.D. bracelets. Specify first name. Tax included.

Order: **NAME BRACELET**
CHILD'S (6") (SZ-11999B) **$1.10**
TEEN'S (7") (SZ-12005B) **$1.10**



PERSONALIZED TURTLE PURSE (SZ-55327) . . . Holds all her worldly change for after school bus fare and ice cream. Made of the finest GENUINE LEATHER with a realistic handpainted face and golden-stamped imprint. Tail is a loop to slip onto a belt. Brilliant red color, the proven favorite of little girls. Specify first name. Tax incl. **79c**

PERSONALIZED DRUM MAJOR TOOTH BRUSH CADDY (SZ-19737) . . . This Major will make tooth care child's play. Youngsters will look forward to tooth brush time! Plastic Major holds a nylon toothbrush in his hat as a plume, the drum is a drinking cup. Cup is handwritten with any first name. Hook included. Assorted colors. 7". . **$1.25**

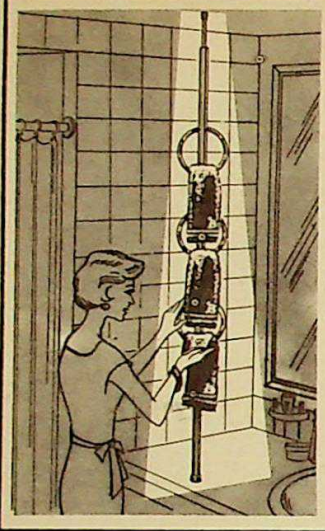
PERSONALIZED CHILD'S CHINA TEA SET . . . 11 pieces in all. The little hostess will be thrilled to see her very own name on the teapot. Each piece is translucent China with a beautiful floral pattern: 3 cups, 3 saucers, tea pot with lid and sugar & creamer. Largest piece 2" high. State first name.

PERS. CHINA TEA SET (SZ-09720B) **$1.50**

TRAVELING PONY TAIL DOLL (Z-52118) . . . She drinks, she wets and her hair can be washed and combed. Of flesh colored plastic with cute baby features. Measures 5¼" high and her pretty dress and panties are detachable. Leatherette valise contains drinking bottle, washcloth, mirror. Keeps little girls from 1 to 6 entranced. **$1**

SAVE TO MUSIC . . . with a "Musical Juke Box Bank". Drop coin in and the turntable revolves to a real "gone" tune . . . just like the modern juke box that youngsters & teenagers "dig"! Makes saving a pleasure—money mounts up faster. Colorful box is lithographed & realistically molded of sturdy metal. 4½" x 3½".

MUSICAL JUKE BOX BANK (Z-09258B) **$1.49**

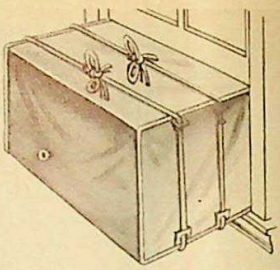


VANITY TOP TENSION TOWEL POLE

USES NO FLOOR SPACE

. . . Holds your family's hand towels in only one inch of counter space . . . and they're placed right where they're needed most! Held firmly in place by spring tension. Three 6 inch towel rings with no mar plastic caps at each end of the pole. Fits ceiling to 8 feet 6 inches from any standard counter top . . . needs no installation. Beautifully plated in chrome . . . won't lose its lustre. Place one on your kitchen counter top for dish towels and tea towels.

COUNTER TOWEL POLE
(Z-14811B) **$4.98**

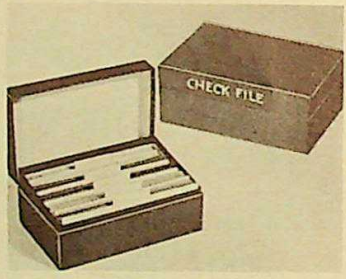


PROTECT AIR CONDITIONERS! . . . Dress them up in their own weather-proof overcoat! Heavy gauge grey vinyl cover guards against rain, snow, sleet, frost, rust, dirt . . . keeps unit in A-1 condition. Sturdy reinforced binding—made to last. Easy to attach; gives snug contour fit on most models.

AIR CONDITIONER COVER
(Z-09001B) **$1.98**

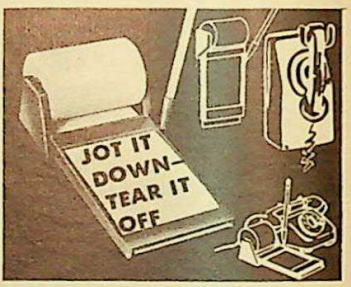
CUSTOM MADE MAGAZINE FILES . . . Today's magazines are so informative that they should be kept. These fibreboard Files are designed to fit in your bookcase. Names, volumes, dates are easily inserted. Designed to resemble bound books. Each holds 12 issues. Files are made to order. Specify name of magazine.

MAGAZINE FILE (PZ-13813B) **$1**



CANCELLED CHECKS COULD SAVE YOU MONEY! . . . So keep them safe, clean and available! Roomy check bank holds 800 cancelled checks ready at a moment's notice . . . for tax purposes, proof of payment. Tab index dividers included for a 5 year file. Green ripplette box, 7¼″ x 4¾″ x 3¼″.

1 CHECK FILE (Z-50476) **98c**
3 CHECK FILES (Z-59485) . **$2.79**

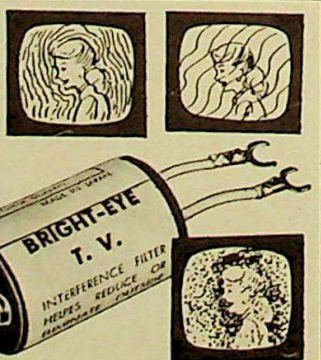


TWO WAY ROLL-A-NOTE . . . It's a continuous roll of note-paper that you can hang on wall by phone or lay flat! Paper travels through a smart black plastic stand and out the bottom. Just rip it off and pull more through when necessary. Spiral pen-holder attached. 8″ x 4″.

ROLL-A-NOTE (Z-18549) **$1**
3 REFILL ROLLS (Z-18556) . . . **$1**

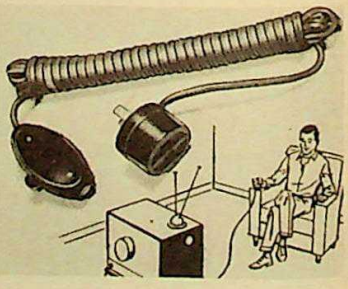
NOW HAVE CLEARER TV RECEPTION

With New Miracle Electronic Filter SAVE MONEY ON HIGH PRICED REPAIR CALLS



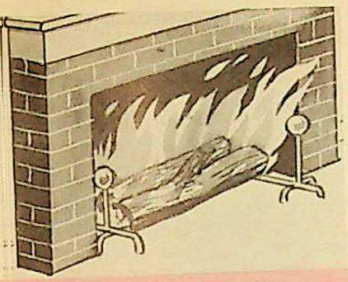
You can have sharper TV pictures, clearer sound! This ingenious little wonder actually filters your reception; catches trouble on the spot; increases your set's efficiency. Lets you enjoy programs without bothersome noise & interference. Also helps reduce appliance "snow", high frequency and other outside interruptions. Saves you countless dollars in repair bills. Easily attaches to outside of set & lead-in antenna wires. Order:

TV FILTER (Z-50955) **$1.98**



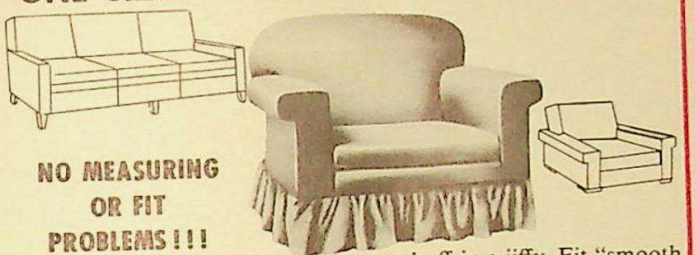
BY REMOTE CONTROL . . . you can turn television, radio or electrical appliances off and on from across the room! 15 feet of cord lets you take "Remote Control" most anywhere! Plug into home socket . . . plug TV, etc. into control . . . turn switch on from chair or bed. Instructions included. U.L. Approved. Brown.

REMOTE CONTROL
(Z-07211B) **$1.98**



COLOR YOUR FIREPLACE FLAMES! . . . Hours of glowing fireside pleasure with our new "Color-Fire". Box of 56 long-lasting blocks contains 4 different & fascinating colors; red, blue, green & orange. Each block colors up to one-half hour. Put in one color at a time or all 4 colors at once for a more dazzling array.
COLOR-FIRE (Z-14340B) **$1**

S-T-R-E-T-C-H-ON FURNITURE COVERS
ONE SIZE FITS ANY SOFA OR CHAIR

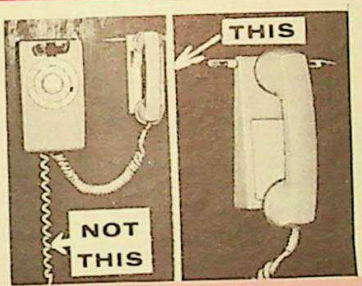


NO MEASURING OR FIT PROBLEMS!!!

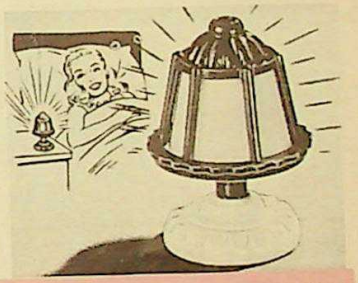
Washable, no-iron slip-covers go on and off in a jiffy. Fit "smooth as a glove" on any style chair or sofa . . . regardless of size or shape. Gives complete coverage. Miracle knit upholstery fabric is remarkably durable; washable; lint-free; drips dry. Available in four handsome shades.

CHAIR COVER: GREY (Z-06676B); **BEIGE** (Z-06700B) **$3.98**
GREEN (Z-15685B); **GOLD** (Z-15693B) **$3.98**
SOFA COVER: GREY (Z-06833B); **BEIGE** (Z-06841B) **$7.98**
GREEN (Z-15701B); **GOLD** (Z-15719B) **$7.98**

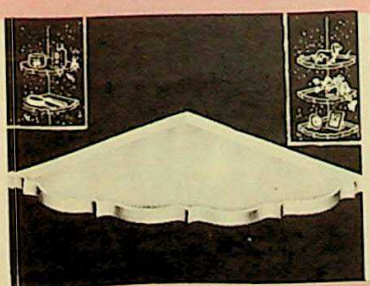
TELEPHONE SHOULDER REST ONLY $1.29 (Z-60400) . . . Leaves both hands free while talking on the phone. Permits you to figure, take notes, type, knit, or just relax. No fatigue or neck strain. Designed for home or office. Attractive black plastic with soft, non-mar, cushion. Fits all phones. Installs in seconds for left or right shoulders. . . . **$1.29**



HOLD THE PHONE! . . . Necessity for every wall phone . . . furnishes convenient place to "park" receiver while off the hook. Holds pencil & memo pad plus card for emergency numbers. Plastic in colors to match the new neutral phone shades. 7" x 3¼". Order: **PHONE CADDY. BLACK** (Z-57778), **WHITE** (Z-57786), **BEIGE** (Z-57794). Each **98c**

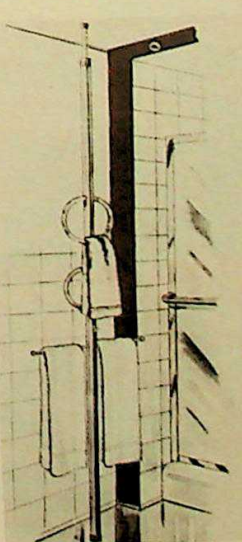


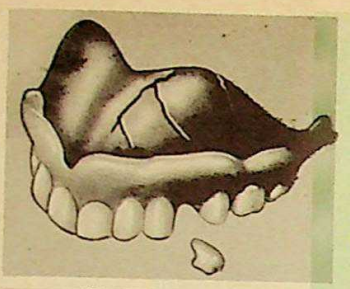
ENCHANTED LAMPS — GLOW IN THE DARK . . . Self-illuminating night lights . . . no electricity necessary! Cute lantern styling of sturdy plastic. Gathers light by day . . . radiates it at night. Also use to indicate cellars, stairways, as lamp & shade pulls. 2" high, pretty assorted colors.
6 LAMPS (Z-50963) **$1.00**
18 LAMPS (Z-60244) **$2.79**



SELF-ADHERING CORNER SHELF (Z-10041) . . . Just moisten with water and stick it up! Firm as a rock—holds 15 lbs. Even fits corners not perfectly square. Made for wood, tile, plaster, or glass. Of smooth, unbreakable plastic. Pretty scalloped edge in front. Assorted colors. 10" x 10" x 16". Ideal for living room, kitchen, bath. Each . . . . **98c**; 3 for **$2.89**

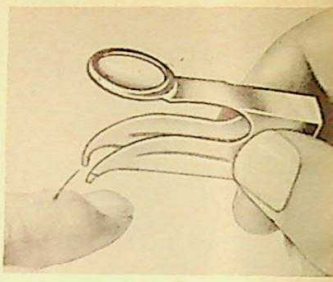
HOLDS TOWELS FOR THE WHOLE FAMILY IN ONE INCH OF FLOOR SPACE . . . triple chrome towel pole holds firmly in place by tension (no installation needed). Sparkling finish stays bright, can't rust. Fits ceiling 7'6" to 8'6". Assembles in 2 minutes without tools. No mar plastic glides protect ceiling and floor. An attractive, functional bathroom accessory with 2 towel rings & 2 bars . . . keep towels within fingertip reach at a convenient height. Use one in the kitchen for tea towels & dish cloths, in the utility room for dust cloths, in the garage, etc. Order: **TENSION TOWEL POLE** (Z-60525) **$4.98**

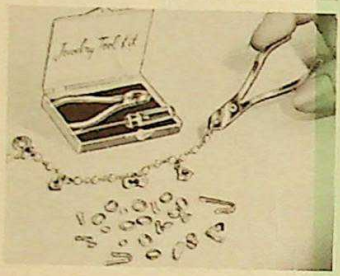




FIX YOUR OWN DENTAL PLATES! . . . Now, repair plates at home. No more expensive dental bills! No embarrassing waiting period! Kit includes everything for fixing cracks, chips, breaks or replacing loose teeth. Enough material for over six repairs. Easy to follow directions included.

DENTAL REPAIR KIT (Z-03004B) **$1.98**



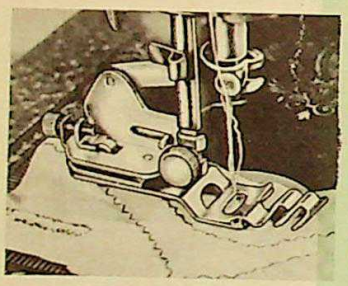


PROFESSIONAL-TYPE JEWELRY TOOLS & PARTS . . . Consists of hard-to-find tools made especially for repairing clasps, eyeglass frames, earring clips, necklaces and over 2 doz. gold & silver-toned parts. Tiny precision screwdriver and pliers are professional jeweler type. In plastic case.

TOOL KIT (Z-12179B) **$1**

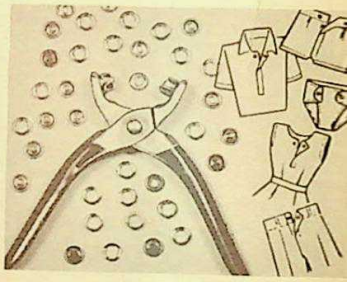
TWEEZERS WITH "MAGNIFIER REMOVE SMALLEST SPLINTER . . . Now; minute, painful spli ters, burrs, glass fibres are easy t remove . . . Micro-Tweezer eve extracts objects you can't se naturally! Powerful magnifyin lens focused at tip of tweez enlarges particles 3 times the size for complete removal. Meta permanently aligned & focused

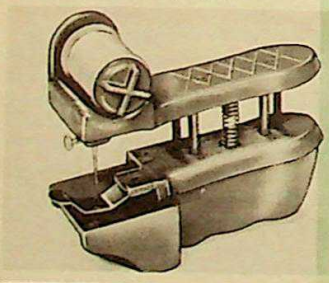
MICRO-TWEEZER (Z-14167B) **$**



CONVERT YOUR SEWING MACHINE TO NEW ZIGZAGGER MODEL . . . Your old machine will perform tasks found in machines costing much more. Exciting finishing touches, decorative stitches, zigzagging, invisible hemming! Attachment fits all standard American and European straight stitch machines. Attaches & detaches in seconds.

ZIGZAGGER (Z-61481) . . **$1.98**





HAND SEWING MACHINE (Z-07351) . . . Sews all basic stitches . . . even buttons. 5″ x 4″ x 1½″—fits into palm of hand & blind-stitches, bastes, zig-zags, etc., through any weight fabric with light pressure. Hem or seam drapes while they hang. Precision made mechanism is housed in pretty plastic exterior. For professional or beginner. **$1.98**

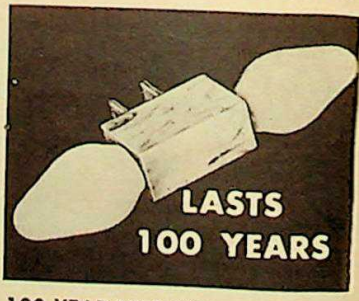
EASY TO USE. SNAP FASTENE PLIER . . . sets AND replace snaps on shorts, pajamas, all fab rics, plastics. Even drives a hol through leather & sets the sna at the same time. Eliminate dangerous scissors, knives. Sturd metal 6″ tool.

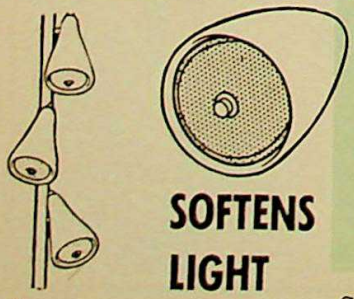
FASTENER PLIER (Z-49155) . . . . . **$**

16 SNAP FASTENERS (8 chrom 8 golden-toned) (Z-49163) **49**

FIVE-YEAR LIGHT BULB . . . made to burn for 5 years! One LONG LIFE BULB outlasts 13 ordinary bulbs. Eliminates bulb "snatching" and reduces replacement costs. Order: **LONG LIFE BULB.** 15W (Z-01875), 25W (Z-01883), 40W (Z-01891), 60W (Z-01909), 75W (Z-01917), 100W (Z-01925). Each **69c**

150W (Z-01933) **99c**





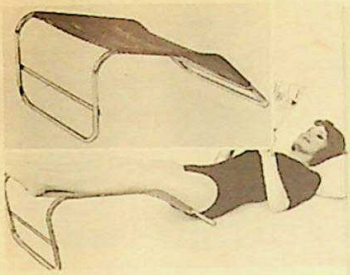
DIMINISH LAMP GLARE! (Z-53850) . . . End eye-damaging glare with Kil-Glare Diffuser . . . softens but doesn't interfere with light! Lets you read, study, work without glare annoyance. Sturdy metal, patterned to harmonize perfectly with all gooseneck, tree and pole type lamps. Approx. 4″ diam., fits up to 100 watt bulbs. Instructions incl.

Each . . . . . **69c; 3 for $2**

100 YEAR NITE LITE . . . Operates at only 2c a week in CONTINUOUS USE! Its two ordinary 7W, 110V, bulbs operate in series, or, 55V each. Result: Bulbs use only 2W each . . . filament won't burn out. Plug it in . . . forget it! Pleasing soft light is never hot, never glary. Ivory plastic.

1 NITE LITE (Z-59220) **$1**

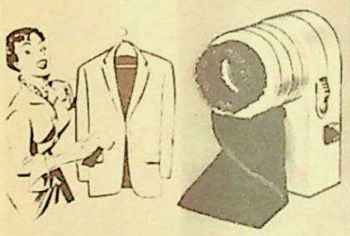
3 NITE LITES (Z-59238) . . **$2.79**



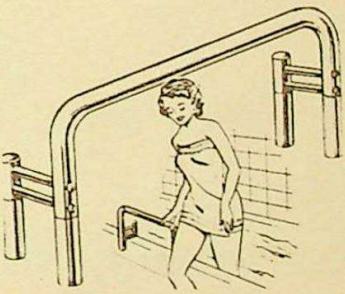
VERSATILE ALL-PURPOSE BED TRAY . . . A dining tray, bookrest, writing desk, utility table, etc. Chrome-plated frame . . . TILTS to any level! Top is wood-grain, stain-proof formica. Slides between mattress & inner spring for firm, useful surface. 18″ x 11″. Folds for easy storing.
BED TRAY (Z-08565B) **$6.98**

GIVE YOUR HEALTH A LIFT! . . . Start a daily health program with Leg Rest! Supports your entire leg in a proven healthful, relaxing position; stimulates leg circulation; helps to reduce swelling, relieve tension & fatigue; eases tired feet! Portable; use on couch, bed, chair. Free breathing cushion fabric; sturdy chrome frame.
LEG REST (Z-14548B) **$5.98**

PORTABLE FOLDING BACK REST . . . No more stiff, aching backs —tossing and turning to find a comfortable position while you read, eat, watch TV, doze . . . with Back Rest you enjoy cozy, sitting-up support. Adjustable for personalized comfort. Elastic strap holds your pillow. Rugged, lightweight material . . . won't snag pillow or linens. Folds flat.
BACK REST (Z-05520B) . . **$3.98**

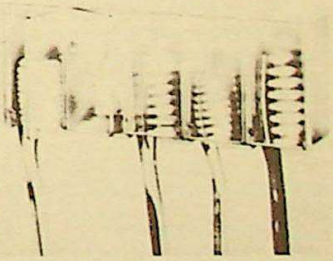


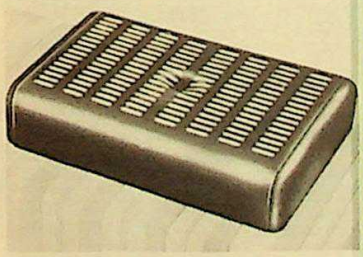
ELIMINATE DANGEROUS BATHTUB FALLS! . . . New, scientifically designed Bathtub Rail is the ounce of prevention that could mean your family's safety . . . prevents falls, slipping, accidents in the tub! Security for the aged, physically handicapped, children, anyone. Sturdy chrome plated steel firmly grips all modern tubs . . . won't mar.
TUB RAIL (Z-01024B) **$4.98**



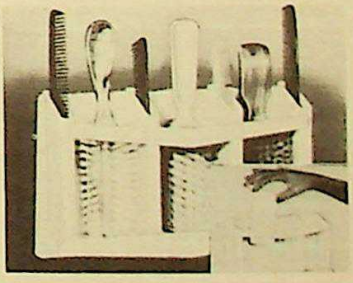
BE PREPARED WITH PORTABLE ELECTRIC CLOTHES VACUUM (Z-61564) . . . A flick of your finger removes every trace of lint and dirt from your clothing. Sucks everything into the collecting bag in back. Helps you save on cleaning bills. Also good for cleaning upholstery in the car. Sturdy bristles won't let dirt escape. Batteries not included.
Only **$1.79**

KEEP TOOTHBRUSHES DUST FREE! . . . Toothbrush Holder has its own swinging doors and separate compartment for each brush. Works automatically . . . pull toothbrush out, door swings open . . . put brush back, door shuts. Holds five brushes. White with see-thru plastic doors. Self-adhesive.
SANITARY TOOTHBRUSH HOLDER (Z-01826) **$1**



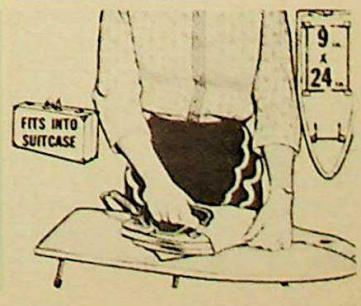


PROTECT & STORE YOUR COMBS & BRUSHES . . . Hanging wall rack keeps them clean, safe and orderly in their own home. Always at your fingertips! Ends brushes & combs cluttering bureau tops, sink, toilet tank. Durable plastic. 6″ x 10″ x 3″—adjusts to hold any size & shape brush. Assorted neutral shades.
COMB & BRUSH HOME (Z-60905) **$1.98**

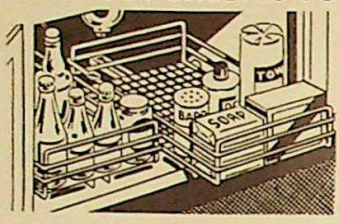


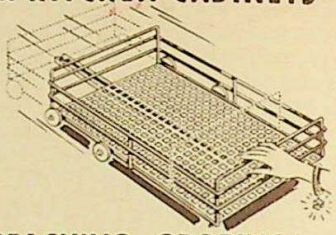
RADIATOR TOP HUMIDIFIER . . . gives 65 SQUARE INCHES OF SURFACE EVAPORATION! Dependable action . . . helps stop coughs due to dry throats! Smart, modern design. Durable all-steel construction with separate galvanized water pan. For any radiator or oil stove. 7½″ x 11″ x 2½″.
Order: **HUMIDIFIER**
IVORY (Z-13094B) **$2.98**
WALNUT (Z-13102B) **$2.98**

TRAVELING IRONING BOARD (Z-11536) . . . Complete with Silicone cover and foam rubber pad! One piece, portable, lightweight. 9″ x 24″—fits easily in standard suitcase, or store in drawers or on shelf. Handy for small apartments, dormitories, etc. Made of sturdy Masonite, with folding rubber tipped legs. Complete with Silicone cover.
Only **$2.98**



ROLL-OUT SHELVES FOR KITCHEN CABINETS

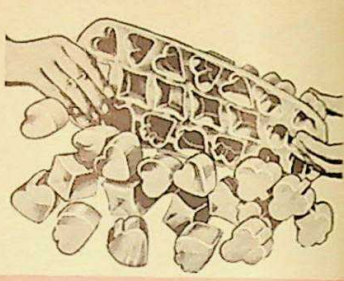




NO MORE KNEELING, REACHING, GROPING!

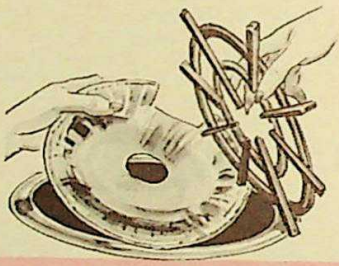
In seconds, housewives can enjoy the ease of roll-out shelves in any cabinet. Now even the seldom-used items pushed to the back of the shelf roll right to your fingertips. Perforated solid chrome basket rolls in & out on self-lubricating nylon wheels—lifts out for easy cleaning. Installs easily . . . Just fasten center drawer guide. Automatic front & back stop.

10″ WIDE x 16″ DEEP ROLL-OUT SHELF (Z-57075) **$3.98**
10″ WIDE x 20″ DEEP ROLL-OUT SHELF (Z-57083) **$4.98**
15″ WIDE x 20″ DEEP ROLL-OUT SHELF (Z-57091) **$5.98**

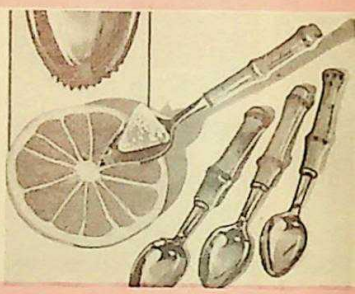


PARTY ICE CUBE TRAYS (Z-60582) . . . Cubes snap right out! Twenty freezing compartments in the design of hearts, diamonds, clubs and spades. Empties with a twist of the tray. Molded of flexible, heavy duty polyethylene; unbreakable. Freezes in a jiffy; easy to clean. Unique for parties and fancy desserts. Frost white 11½″ x 5″ x 1″. 2 Trays. **$1**

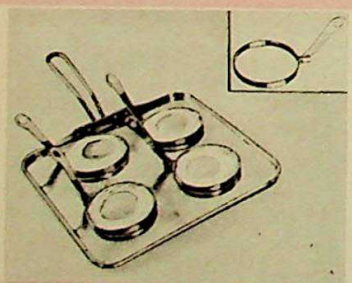
MAKE "OLD WORLD" PASTRY TREATS . . . New double handle iron makes 2 rosettes or 2 timbales (patty shells) at one time. It's quick and easy! Bake the shells and fill with your favorite fruit, pudding, creamed meat, etc. Serve rosettes as cookie treats or topped with ice cream. Four 3½″ cast aluminum molds in assorted designs.
MOLD SET (Z-03152B) . . . **$1.98**



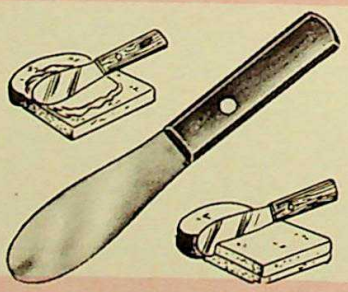
KEEP BURNERS, OVEN, GRILLS CLEAN! . . . No more scouring! Disposable aluminum Burner Bibs catch grease splatters & food drippings. Increase heat reflectivity — save money! Reusable Aluminum Broiler Pan keeps oven & broiler spotless. No grease flame. Fit all ranges.
12 ELEC. BIBS (Z-61853) . . . **98c**
10 GAS BIBS (Z-61861) **98c**
8 BROILER PANS (Z-61879) . . **98c**



ELIMINATE GRAPEFRUIT-CUTTING MESS! . . . Stainless steel grapefruit spoons have a fine serrated cutting edge—give you a clean bite-size section without a knife . . . without a fuss! Cut & spoon in one operation! Ideal for grapefruit, oranges, melons. Durable wear-resistant solid stainless steel with natural bamboo handles.
4 GRAPEFRUIT SPOONS
(Z-55913) **$1**

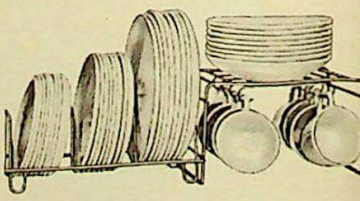


FRY PERFECT EGGS (Z-50930) . . . With new egg fry rings! No ability or talent needed. Just break egg in ring and wait for the delicious, professional-looking results. Spring handle releases ring when egg is ready. Also great for pancakes, fishcakes, hamburgers, etc. Nickel-plated metal. 3½″ diam. **Set of 4** **$1**

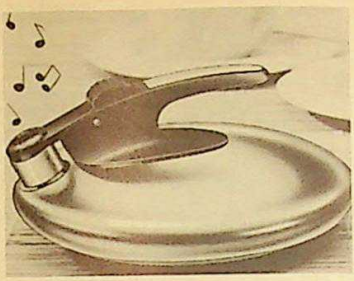


KNIFE OF ALL TRADES! . . . Does dozens of kitchen chores. It spreads . . . trims . . . cuts! Flexible, flat blade; just right for dipping into mustard, mayonnaise or peanut butter jars! Serrated edge cuts sandwiches, trims crusts, slices vegetables. Wonderful for frosting cakes. Sturdy 4″ stainless steel blade, cherrywood handle.
SPREADER (Z-05181B) **59c**

2 SEPARATE SECTIONS



40-PIECE DINNERWARE RACK HOLDS SERVICE FOR 8! (Z-48058) . . . Every dish easy to get at, without disturbing others! Saves time, temper and precious shelf space. Guards dishes against chipping, too. Two sections — use them together or separately. Heavy steel wire construction, with chip-proof coating. 22″ x 7″ x 6¼″. White. **$1.98**

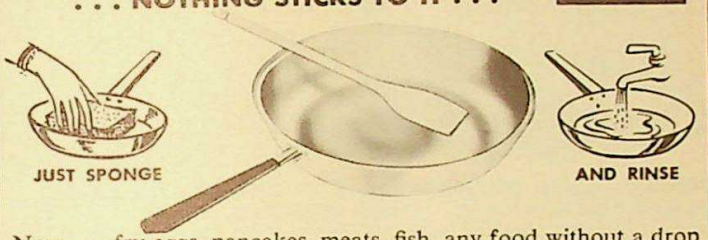


2 CUP (PLUS) WHISTLING TEAKETTLE . . . You'll love the convenience of this personal size two cup (plus) Teakettle! Polished pure aluminum with flip-top pouring action. Ultra modern, heatproof, black and golden handle . . . plus an automatic whistle. Perfect for making "tea for two" or instant coffee. Boxed for gift giving.
TEAPOT (Z-14282B) **$1**

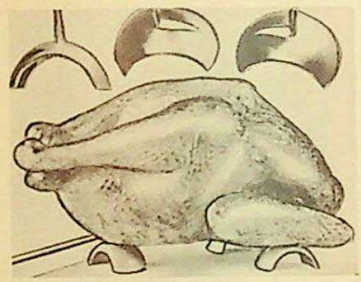
NEW GREASELESS SKILLET

FRYS WITHOUT FATS, OILS, SPLATTER . . . NOTHING STICKS TO IT ! ! !

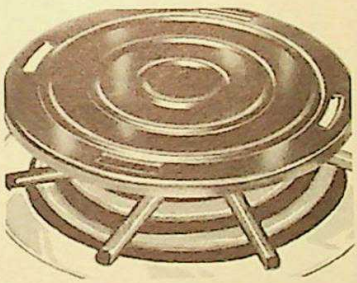
NOW ONLY $3.98



Now . . . fry eggs, pancakes, meats, fish, any food without a drop of fat, oil or butter . . . just pop them in this amazing Greaseless Skillet! You'll never need grease again! The secret's in the remarkable super-slippery coating bonded to heavy aluminum . . . FOOD CAN'T STICK TO IT! Saves you calories—gives food a refreshing, natural flavor. And, it never needs scouring or scrubbing. No-stick surface cleans with a rinse. Large 10″ skillet complete with wooden spatula to protect its surface.
GREASELESS SKILLET (Z-07526B) **$3.98**

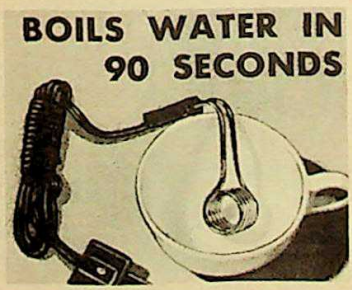


NO MORE STICKING OR BURNING MEATS! . . . New, Roastips keep meat ¾″ above the pan while it cooks. Meat can't stick! Eliminates racks! No more soaking or scouring pans. Terrific for all roasts, fowl, weiners, potatoes, etc. No water needed—save 20% cooking time. Set of 6 pure aluminum, rust-proof supports.
6 ROASTIPS (Z-08607B) **$1**

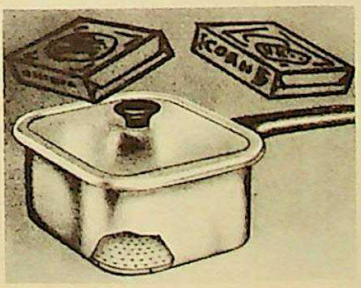


STOP BURNING MONEY! (Z-03657) . . . That's exactly what you do when you cook without this! METAL SAFTEE COOKER makes any pot a double boiler! Place on stove's burner . . . eliminates burned or scorched foods. Distributes heat evenly. Pots stay clean inside and out. Use as a warmer for rolls or coffee—CAN'T BOIL OVER OR BURN!. . . . **79c; 2 for . . . $1.50**

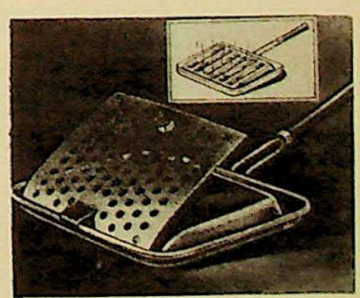
FROZEN FOOD KNIFE (Z-02147) . . . Cuts frozen foods in seconds! Even cuts frozen meats . . . right through the bone. *Ends wasteful thawing of whole packages, whole pieces of meat.* Knife has a rugged, stainless steel blade with 2 edges (sawtooth and ripple) especially designed for frozen foods. 12″ long including the fine, hardwood handle. **88c**



INSTANT HEAT A CUP . . . Ingeniously boils water in 90 seconds. Perfect for instant coffee, tea, shaving water, baby's bottle, soup. Just dip metal coil in filled cup, clip over rim, plug in. Starts boiling jiffy-quick. Easy-grip, heat-resistant handle; safe, insulated plastic coated cord. Perfect for office and traveling.
HEAT-A-CUP (Z-02014) **88c**



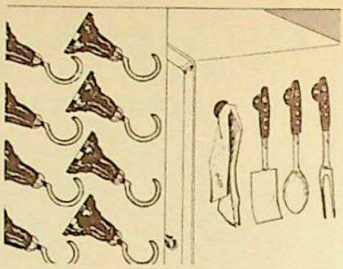
FROZEN FOOD COOKER . . . SHAPED LIKE A PACKAGE OF FROZEN VEGETABLES! . . . Now cook frozen foods without losing all the vitamins! Perforated, removable platform keeps food above water line. Steams to right tenderness! Aluminum with stay cool handle. Steams hot dogs, too. Holds 2 pkgs. 6″ x 5″ x 2½″.
FROZEN FOOD PAN (Z-10066B) **$2.98**



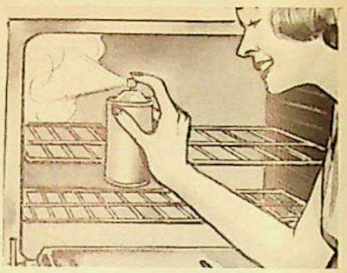
GREASELESS GRILLER CUTS DOWN ON CALORIES (Z-61044) . . . serves food without calorie-heavy fat! Grease drains away into 4 side wells. Perforated platform holds bacon strips flat . . . no turning required. Fry hamburgers, sausage, potato patties greaselessly! Heavy aluminum grill measures 8¾″ x 9½″ with a stay cool handle. **$1.98**

ORDER BLANK ON PAGE 49

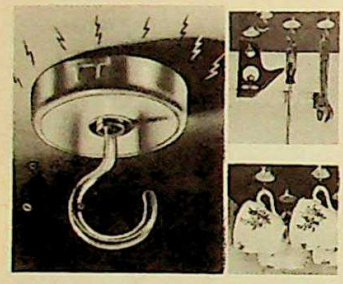
DEFROST YOUR REFRIGERATOR IN MINUTES! (Z-61010) . . . One spray of magic REFRIG-DEFROST dissolves frost from refrigerator and freezer. Future frost build up is retarded. Sanitizes as it cleans. Odorless, non-toxic, non-staining . . . will not harm metal, plastic, or enameled surface. Just a push of the button does the job.
10 ounces **$1.29**



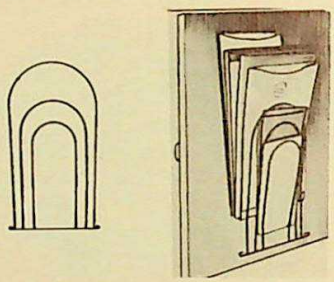
SUCTION CUP HOOKS KEEP EVERYTHING HANDY! . . . You'll never have enough of them. Powerful suction cup adheres firmly to all non-porous surfaces: metal, porcelain, glass, wood, plastic. Instant mounting . . . no holes to drill. Holds cups, tools, utensils, notes, towels, pot holders, keys . . . 1001 uses. Saves space. Set of 8.
HANDY HOOKS (Z-02287B) **$1**



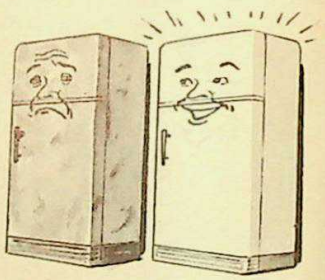
"STICK NO MORE" FOR OVENS . . . A spray-on coating that prevents food or grease from sticking to walls or shelves of oven. Makes cleaning a snap . . . just wipe with sponge. Perfect for barbecues, too! One application is sufficient for a month of normal cooking. Non-inflammable . . . unaffected by oven heat . . . odorless. 6 ounces.
OVEN SPRAY (Z-14522B) **$1.29**



MAGNETIC HOOKS . . . New fastener for metal cabinets, stoves, refrigerators, cars. Holds cups, tools, utensils, notes, potholders, pots & pans, towels, etc. Instant mounting . . . no holes to drill. Saves space & breakage. Durable! Permanent . . . will never wear out.
Order: **MAGNETIC HOOKS.**
SET OF 4 (Z-55939) **$1**
SET OF 12 (Z-59493) **$2.79**

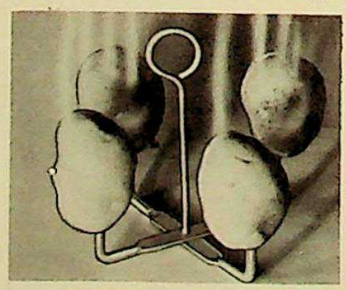


STORE 3 DOZEN BAGS! . . . 36 or more market & lunch bags in 12" of space. Three oval-shaped wires eliminate bags wedged between appliances, bags inside bags, and bags cluttering drawers. Handsome black satin finish lets you slip them in and out easily. Just fasten to closet door or wall with two screws provided. 12" x 5½".
BAG KADDIE (Z-02402) **88c**

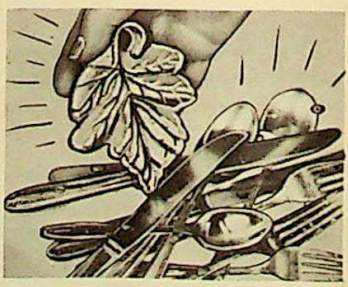


REFRIGERATOR QUICK SPRAY ENAMEL . . . *Sprays like paint—dries like tile!* Watch refrigerators, furniture, woodwork, cabinets, doors come alive with a sparkling white finish that stays white! Beautifies and protects. Waterproof, scratchproof, durable. 16 ounce spray can. White only. Order: **SPRAY ENAMEL**
(Z-12948B) **$1.98**

SPRAY OVEN GREASE & STAINS AWAY! . . . Now you needn't be reluctant when your oven needs cleaning. SPRAY ON Oven-Brite, let set and wipe clean. Dissolves all baked-on grease, stains and burned foods on oven surfaces, racks, grills and burners. Use on porcelain, enamel, aluminum, chrome, iron. 5½ oz. spray can.
SPRAY OVEN CLEANER
(Z-03277B) **$1**

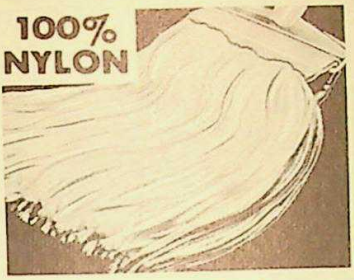


CUT POTATO BAKING TIME IN HALF . . . New all aluminum potato baker conducts heat to the center of potato FAST. Bakes it from the inside out. Reduces baking time! Makes potato lighter . . . fluffier . . . more delicious. No danger of bursting. Each baker holds 4 potatoes of any size.
Order: **POTATO BAKER.**
1 BAKER (Z-01867B) **49c**
2 BAKERS (Z-01974B) **97c**

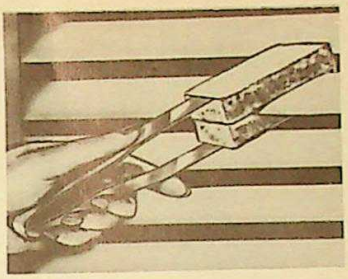


MAGIC LEAF SILVER CLEANER (Z-61341) . . . Tarnish & dirt disappear magically . . . even from fancy, deeply-etched patterns. No rubbing! No scrubbing! No boiling! Just place Magic Leaf in warm water & detergent. Silver is left sparkling bright & like new. Safe for finest silverplate & sterling . . . and kind to your hands.
Only **59c**

IF YOUR PET SHEDS OR IF YOU DROP THREADS . . . don't snarl your carpet sweeper or foul up the vacuum cleaner! Draw "Rug Rake" across the rug . . . presto, doggie hair, loose threads, lint and fuzz vanish! Flattened pile rugs stand deep & rich. Hard rubber teeth & bumper . . . no damage to furniture. 48″ metal handle adjusts to any comfort angle.
RUG RAKE (Z-08730B) . . **$3.98**

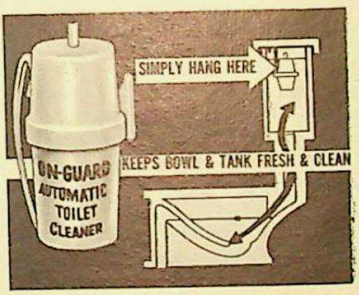


100% NYLON WET MOP (Z-05116) . . . Wears up to 10 times longer than cotton! Super-absorbent, holds up to 6 times its weight in water. Requires only the gentlest squeeze to wring — can't sour or mildew—lint free. Rinses sparkling clean and odorless . . . dries snow white. Washes floors cleaner, faster. Fits standard mop holders. **$1.98**



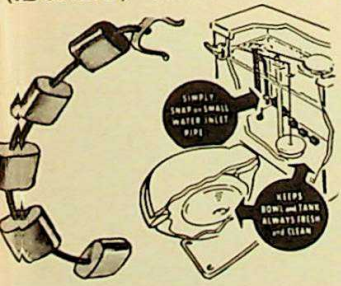
CLEAN BLINDS & JALOUSIES IN HALF THE TIME! . . . Double-duty worker does both sides of the slat at the same time! Two inch-thick foam pads whisk dirt & dust away . . . half the effort, too! Just dip pads in suds & start cleaning . . . one wipe does the job. Durable 6¼″ handle gives you rigid control of cleaner.
BLIND CLEANER (Z-04788B) **$1**

MIRACLE MOP DUSTS FASTER, EASIER! . . . New replacement head picks up dust like magic! Long, thick synthetic fibres gather & hold dust like a magnet . . . makes quick work of tedious dusting jobs! Fluffy, washable Acrilan dries quickly; lasts & lasts. Elastic webbing fits most mop handles . . . easy on; easy off.
MIRACLE MOP
(Z-03723B) **$1.25**

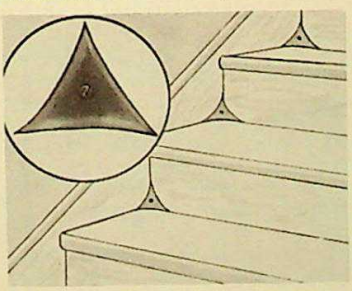


NEVER CLEAN ANOTHER TOILET! . . . Keep them sparkling fresh, deodorized, & bacteria-free with On-Guard! Automatically releases a detergent into the bowl EVERY TIME THE TOILET IS FLUSHED! No more scrubbing, bleaching, disinfecting. No more cleansers, brushes to buy. Economical . . . lasts & lasts. Installs in seconds.
ON-GUARD (Z-58255) **$1**

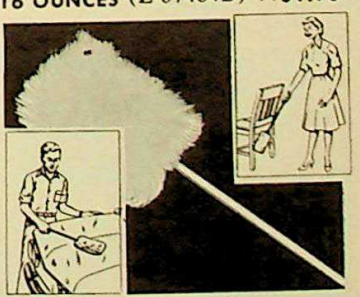
GIVE DULL, TARNISHED ALUMINUM A "NEW FACE"! . . . Rust, corrosion, grime whisk away . . . aluminum doors, windows, household trim become bright as new! Quick & easy . . . shine lasts & lasts. Terrific, too, for auto chrome & grille work; aluminum & copper pots & pans, etc.
Order: **ALUMINUM CLEANER**
6 OUNCES (Z-07468B) . . . **$1.00**
16 OUNCES (Z-07484B) . . **$1.98**



END TOILET BOWL STAINS . . . without scrubbing, bleaching, disinfecting! Magic Maid keeps toilet clean, fresh & sweet-smelling FOR YOU! String of metal beads snaps easily into tank — immediately goes to work conditioning water, cleaning rusty fixtures & wall of toilet, cuts down water leaks, controls odors!
MAGIC TOILET MAID
(Z-61333) **$1.25**

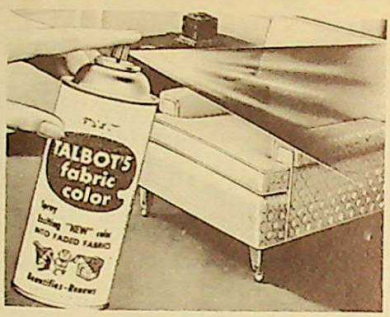


BANISH DUSTY CORNERS FOREVER . . . Round out sharp corners so you can "CLEAN SWEEP" stairways, closets, drawers, etc. Styrene plastic forms . . . fit into any corner . . . can be painted to match any color scheme. Won't rust! Easy to install! Kit includes 12 2″ triangles & 12 ¾″ copper-plated wood screws.
CLEAN SWEEP (Z-07286B) . . **98c**



CUT DUSTING TIME IN HALF! . . . Soft-as-silk acrilan duster attracts & holds dust & lint till it's shaken off! Doesn't spread it. 18″ handle lets you dust furniture legs without bending; top of windows, doors, ceilings without stretching; gets behind radiators, cabinets, shelves. Head slips off for washing.
LONG-ARM DUSTER
(Z-07005B) **$1**

NEW FABRIC COLOR SPRAY



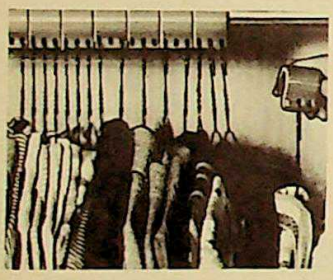
. . . puts breath-taking brilliance into old faded fabrics! This handy aerosol spray will work wonders on your throw rugs, drapes, upholstered furniture, auto interiors, lampshades, canvas awnings, convertible tops, rubber tires, & mats, fabric shoes and purses and dozens of other uses. It's fast; it's easy to use; and it only takes 90 minutes to dry. 15½ oz. can enough for 1 king-size chair.

Order: **FABRIC COLOR SPRAY.**

Chocolate Brown (Z-31120), **Royal Blue** (Z-31138), **Grey** (Z-31146), **Forest Green** (Z-31153), **Persimmon** (Z-31161), **Burgundy** (Z-31179), **Black** (Z-31187), **Bright Red** (Z-31195), **Turquoise** (Z-36236). Each **$2.99**

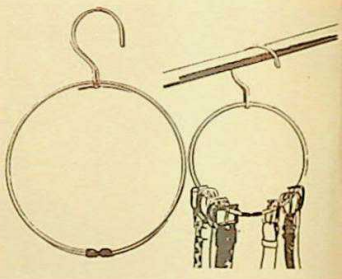
REMOVE WALLPAPER WITHOUT SCRAPING OR STEAMING! . . . Just apply Paper Master with rag, sponge, or brush. Penetrates quickly . . . wallpaper skins off smoothly. Works on several layers of paper. Harmless to skin. Concentrated powder makes 5 GALLONS . . . enough for 2 average rooms. Just mix with water.

PAPER-OFF (Z-55632) **$1**



ELIMINATE "HANGER TANGLING", CLOSET MESS! . . . Space-A-Hanger holds each hanger tangle-free & separated from the rest . . . keeps closet NEAT! No more clothes bunched together, wrinkling—saves ironing time, cleaning bills. Hi-impact styrene, fits any rod—just snap on, it slides! Set of 10, holds 30 hangers.

SPACE-A-HANGER (Z-61127) **$1**



FOUR COLOR MARKING KIT WRITES ON ANYTHING (Z-54411) . . . Felt tipped, will write on any type material; glass, clothing, china, paper. Dries instantly, waterproof. Use for posters, decorating, office charts, identifying clothing. Four brilliant assorted shades. Long lasting supply.

Set of 4 tubes **89c**

BELT HANGER . . . Your most troublesome item now becomes the easiest to store. Handy, round metal hanger lets you slip each belt on and keeps it neat and secure. Everyone is always in direct view for easy selection and removal. Plastic tips won't let any slide off. Holds about 50 belts. 6" diam.

1 BELT HANGER (Z-02246) . . **49c**
2 BELT HANGERS (Z-55038) . **88c**

A tiled bathroom for less than $7 or a gleaming new finish for old appliances in your choice of new decorator colors! For kitchens, bathrooms, showers, walls, cabinets, tables. Looks, feels, cleans like costly ceramic tile on any surface . . . metal, wood, cement, plaster. Brush or roll it on — it dries overnight. Odorless. Order Basic White and color tint. Mix, as you would ordinary paint, and you're ready to apply your own smooth, ceramic-like finish. Quart covers a 100 square foot area.

QUART OF BASIC WHITE (Z-10090) **$5.98**

QUART OF BLACK (Z-60285) **$5.98**

COLOR TINT TUBE (must be mixed with white) **PINK** (Z-10108), **BLUE** (Z-10116), **YELLOW** (Z-10124), **SEA GREEN** (Z-10132), **GREY** (Z-10140), **AQUA** (Z-25882), **LILAC** (Z-60293). EACH tube **49c**

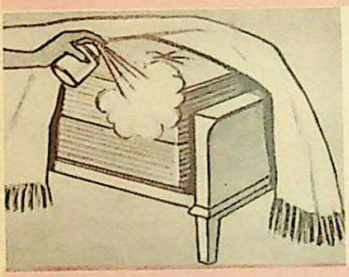
FULL CEDAR PROTECTION (Z-02923) . . . for drawers and closets. Inexpensive and as effective as NATURAL CEDAR WOOD! Contains more cedar oil than the wood itself! Use to cedarize dresser drawers, wardrobe, trunk, linen closet! Saves you $$$ in moth protection. Hang in closets to rid musty odor.

30 Cedar Tiles **$1**

NEW LIQUID SANDS WITHOUT SCRAPING! . . . Just wipe on, and wipe off — Presto, the natural grain reappears like magic. Restores original beauty. Stays LIQUID! Use on varnish, paint, lacquer, enamel, shellac, etc. Ideal for all wood, inlaid linoleum and metal surfaces! For boats, cars and radiators, too! 16 fl. ozs.
INSTANT SANDER (Z-03376B) **$1**

GIVE FURNITURE A HAND-RUBBED, EXPENSIVE-LOOKING FINISH—IT'S AS EASY AS DUSTING!!

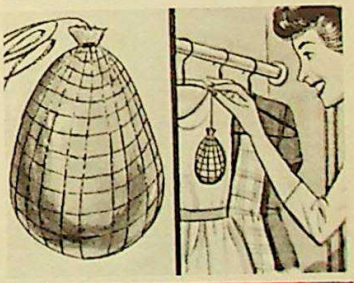
Now, anyone can get a beautiful, permanent "decorator finish" every time . . . as quick & easy as dusting! Simply apply Even-Stain with a cloth to unfinished furniture or use for refinishing. Dries in 20 seconds . . . CAN'T STREAK, BUBBLE OR SMEAR! Then apply a protective coat of Even-Finish to seal wood tightly . . . waterproof; alcohol-resistant. One set finishes approx. 2 chests or 4 chairs.
Order: **EVEN-STAIN ANTIQUE PINE** (Z-11817B); **WALNUT** (Z-11825B); **CHERRY** (Z-11833B); **DANISH MODERN** (Z-11841B). Each **$1.59**
EVEN-FINISH (to be used with Even-Stain) (Z-11858B) . . **$1.59**



KEEP MATTRESSES FRESH (Z-03343B) . . . And bedding "sleeping sweet". Banishes musty odors instantly from mattresses, pillows and upholstered furniture. Keeps them fresh as a daisy. Contains a powerful, safe germicidal agent that kills harmful bacteria, yet is non-toxic, non-allergic. Safe for baby's bed! Use on any fabric.
Large spray can **$1**

PILLOW PROTECTORS (Z-02337) . . . A totally new type of plastic cover that feels like fine, heavy quality percale. Use as laundry dampening bags. Durable yet luxury soft . . . won't rustle or crackle. Acid, stain and odor resistant. Full side zipper. Allergy-free and boilable. Always stay white. Standard 21″ x 27″ size.
Each **$1**

DEODORIZE & MOTH PROOF CLOSETS! . . . Net Sachet Ball for closet, garment bag, storage chest . . . gives clothes amazing triple protection! Dainty perfume deodorizes the air . . . invisible built-in vapor kills moths . . . additional chemicals help prevent mildew! Long-lasting; protects up to 18 cu. ft.
1 SACHET BALL (Z-05322B) **39c**
3 SACHET BALLS (Z-05330B) **$1**



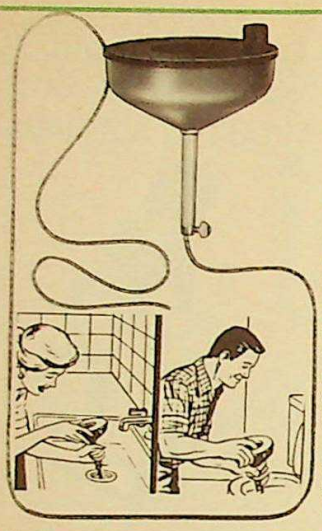
NOW IT'S PERFUMED

PERFUMED MIL-DU-GAS (Z-61531) . . . A scientific combination of chemicals that destroys harmful mildew & offensive musty odors . . . emits a delicate PERFUMED aroma as it works! Simply hang in closet, dresser, behind bed — Vapor circulates protecting clothes, shoes, linens, bedding, leather, etc. Disinfects & fumigates vacation closed homes.
3½ ozs. **79c**

MAGIC DRIP-DRY TENSION POLE!

LOCKS BETWEEN WALLS WITHOUT SCREWS!

Heavy, triple chrome-plated tension pole is a blessing on rainy days. Wash can drip-dry into the tub . . . not on the floor. Dozens of other uses; an extra rod in closet to double space; a low closet rod for children; hanging space while ironing; extra towel bar; drapery or curtain pole. A twist of the wrist locks it in place. Supports substantial weight. Rubber capped ends prevent wall marring. Adjusts to exact length you'll need.
DRIP-DRY POLE 22″ to 40″ (Z-02139B) **$2.98**
DRIP-DRY POLE 36″ to 66″ (Z-02170B) **$3.98**
DRIP-DRY POLE 62″ to 118″ (Z-02188B) **$6.98**



CLEAN CLOGGED PIPES IN MINUTES

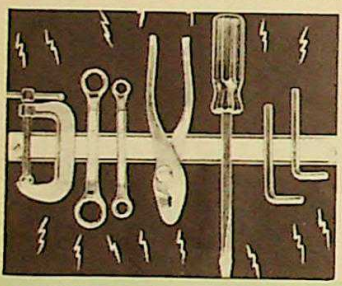
SAVE MONEY ON EXPENSIVE PROFESSIONAL CALLS

New Drain Mistress reams waste lines fast . . . easily . . . perfectly! Cleans clogged sinks, tubs, drains, traps, sewers, rain gutters. No need to remove crossbars or to dismantle traps & pipes. Eliminate expensive professional help . . . "Do it yourself". Heavy duty construction . . . 3/16" flexible, spring rod coils away into plastic housing; stores easily.

15 FOOT DRAIN MISTRESS (Z-04051B) **$4.98**

25 FOOT DRAIN MISTRESS (Z-04069B) **$6.98**

REPAIR AWNINGS, SHEETS, CLOTHING WITHOUT SEWING! (Z-48223) . . . Turns cuffs and hems, stops nylon runs, applies zippers, mends car tops, blinds, fur coats, rugs almost instantly. Faster, neater, STRONGER THAN SEWING. Not affected by washing or ironing. Spill-proof, self-dispensing plastic bottle contains countless invisible applications. 2 ozs. **$1**



POWERFUL LIFE-TIME MAGNET HOLDS TOOLS FAST! . . . No hooks, no clips required. Keeps tools & utensils handy, ready for use. Use your "magnetic helper" in any room — anywhere! Of plated steel with permanent magnet. Attachment screws incl.

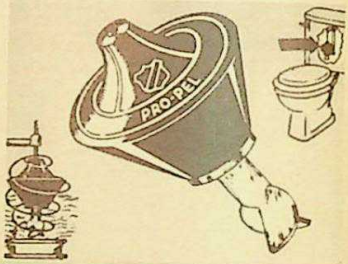
Order: **MAGNETIC RACK**

6" Rack (Z-05595B) **98c**

12" Rack (Z-05603B) **$1.98**

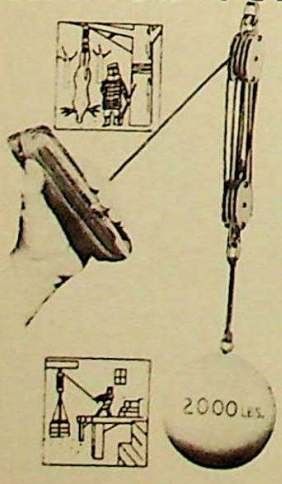
STOP LEAKS INSTANTLY . . . even while water is running! Plumber's "Fixes Leaks" is excellent for repairing cracked pipes and gaskets or seepage in concrete basement walls! A positive seal for water, gas, acids, brine, etc. Mends holes! Works on metal, concrete, ceramic, or plastic. Stick form . . . requires no tools. Can be painted over.

FIXES LEAKS (Z-10850B) . . . **59c**



QUIET JOHNNY (Z-11734) . . . Stops leaky, running, noisy toilets! Works wonders! Replace your old rubber tank ball in seconds, WITHOUT TOOLS! Ends lever jiggling. Patented "propeller" SPINS like a top, fits like a cork. Ends irritating noises, lets you sleep peacefully. Fits all tanks. Stop toilet noises and water waste. **59c**

LIFT OR PULL UP TO 2000 POUNDS WITH POCKET HOIST

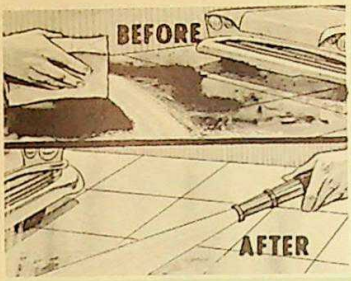


Now you can perform tasks usually requiring several people or complicated machinery. Amazing new block & tackle system lifts anything up to 2000 pounds. Saves you time, money and effort. Unusually lightweight and portable. Entire unit fits into pocket. 7 to 1 pulley ratio. One hundred feet of Dupont nylon rope. Constructed of rust-proof aluminum and stainless steel. Hundreds of uses by mechanics, sportsmen, farmers, home owners, etc. 3" x 3" x 7". In waterproof bag.

2000 POUND POCKET HOIST (Z-46672) **$12.98**

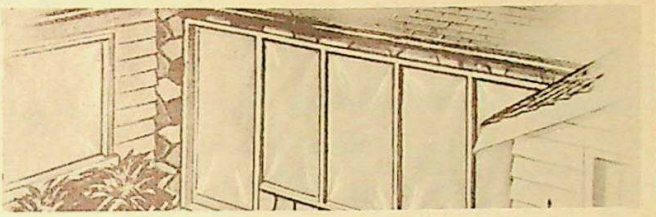
AUTOMATIC DRAIN PUMP . . . Drains water at the rate of 360 gallons per hour! Empties flooded cellars, boats, washing machines & swimming pools. Attach to faucet or hose—turn on water—siphoning action begins automatically. Constructed of high quality aluminized zinc. Fits standard faucet or hose. Directions included.

DRAIN PUMP (Z-13268) . . **$2.98**



RINSE OIL & GREASE STAINS FROM CONCRETE! . . . Don't let ugly stains ruin the appearance of your home. Amazing Cement Cleaner works like no other cleaner on cement, brick, hard tile floors and walls. Just sprinkle on dirty, discolored area & spray away with hose. In minutes garage floor, patio, sidewalk sparkle. No scrubbing! 8 ozs.
CONCRETE CLEANER (Z-58347) **$1**

NEW STORM WINDOW MATERIAL FOR PICTURE WINDOWS



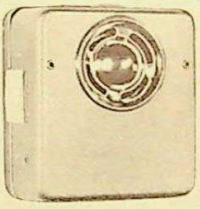
HELPS YOU CUT DOWN ON HEATING BILLS!

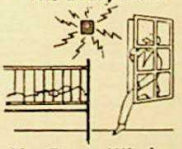
Dependable cold weather protection for DRAFTY PICTURE WINDOWS . . . enough material for the largest! Covers a whole "house full" of picture windows, regular windows or breezeways . . . any size; any shape. Cut off as needed! Made of heavy duty, heavy weight, clear polyethylene. Water-proof . . . resists intense cold and chemicals. For winter protection, drop cloths, mulching, garment storage, general home and farm use also.

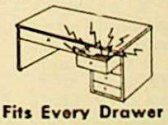
600″ x 36″ STORM WINDOW ROLL (Z-56564) **$2.98**
600″ x 54″ STORM WINDOW ROLL (Z-56572) **$3.98**

YOUR HOME NEEDS THIS BURGLAR ALARM

Safeguard Your Children, Jewels, Money, Valuable Papers, etc.!





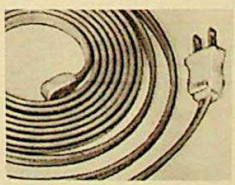


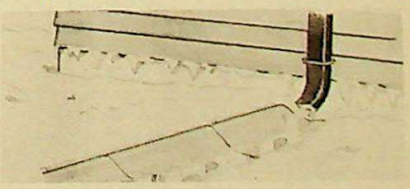
NO INSTALLATION
NO WIRING. Not even a screw driver needed. Only 2¾″ x 3″ . . . operates on 1 standard flashlight battery. Instantly and automatically sets off a loud howling siren. It's foolproof protection for home, office, store, car, garage, etc. And you can travel relaxed knowing your home is protected. Handsome enameled metal case.
1 BURGLAR ALARM (Z-19869) **$1.98**
2 BURGLAR ALARMS (Z-54262) **$3.85**

PARK WET, MUDDY BOOTS . . . Protects carpets & floors from tracked-in snow, mud, water. Heavy embossed clear plastic tray holds 4 pairs of boots or rubbers side by side. Lets them drain off without damage. Foam pad absorbs moisture. 2″ high rim all the way 'round secures contents. Washable mat can be folded or hung when not in use. 26″ x 15″.
BOOT PARK (Z-51557) **$1**

MAKE RUGS SLIP-PROOF (Z-01685B) . . . Slippery rugs are one of the home's greatest hazards. With NO-SLIP it takes only seconds to put a non-skid backing on a rug. The handy spray can does the job neatly — and fast! Use it to put non-skid, non-scratch backing on book-ends, ashtrays, too. Absolutely harmless to skin, wood, fabric. Big 5 ounce supply. **$1.00**

LINE-O-HEAT...Keeps Outdoor Pipes, Pumps, Etc. From Freezing





It's the flexible heater for protecting water pipes (either above or below ground) against freezing. Keeps eaves, gutters and down spouts free from ice and snow. Warms floor for animal brooding pens. The best heating tape to keep water from freezing and safe to use in homes, farms, trailers, industries. Line-O-Heat can take a beating and keeps right on heating. Not affected by rugged weather. Easy to install. Instructions included. Coating is bright red plastic.

12 FEET OF LINE-O-HEAT (Z-53884) **$3.98**
30 FEET OF LINE-O-HEAT (Z-53892) **$6.98**
60 FEET OF LINE-O-HEAT (Z-53900) **$12.98**

A REVOLUTIONARY PATENTED SWISS PROCESS PRODUCES

"Super Nylons" proved to outwear up to 14 pairs of ordinary nylon hose!

THINK OF THE MONEY YOU'LL SAVE ON YOUR HOSIERY BILLS!

Tired of throwing good money away on nylons that snag and run shortly after you put them on? Tired of nylons that can promise only a few weeks of wear at best? Well, here's a way to end those stocking problems forever! Thanks to a revolutionary process invented in Switzerland, you now can own nylons that look delightfully sheer and flattering on your legs, yet *actually proved they could outwear up to 14 pairs of ordinary nylons!*

The name of these fabulous Super Nylons is Nouveauté. It means "Something New" in French, and you're in for a totally new and thrilling hosiery experience from the very moment you first put them on!

FIT AND CLING LIKE A SECOND SKIN!

Nouveauté daytime sheers are so resilient, so sleek and so luxuriously silken-soft, they fit and cling like a second skin! They don't pull, bind, bag or wrinkle. There's no such thing as "problem legs" when it comes to Nouveauté Super Nylons. They fit and flatter the slimmest legs as well as the plumpest! They flex as naturally as you breathe, to give your toes and legs real freedom of movement . . . to give you absolute comfort no matter how active you are! They fit so exquisitely they flatter your legs like no other nylons you've ever worn! *Best of all, with Nouveauté there are no sudden runs, no unsightly holes.* They wear and wear!

HERE ARE RESULTS OF LABORATORY TESTS

Look at these amazing results! In actual wearing tests, ordinary nylon daytime sheers gave an average of 175 hours of wear before failure. In comparison, Nouveauté Super Nylons gave an average of 2,528 hours of wear before failure.

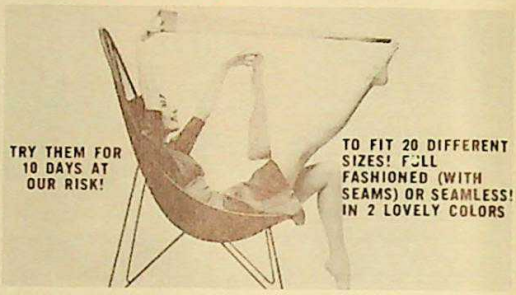
Imagine what those hours of wear can mean in terms of weeks and months! It means that Nouveauté daytime sheers worn 7 days a week, 12 hours a day could give up to 7 months of wear and more! It means that the conventional daytime sheers worn 7 days a week, 12 hours a day, could give an average of only 2 weeks of wear! In other words, Nouveauté Super Nylons proved they could outwear up to 14 pairs of ordinary nylon hose!

COST MORE—YET SAVE YOU MONEY!

The name-brand ordinary nylon daytime sheers used in this laboratory test cost $1.50 per pair. Nouveauté daytime sheers cost more—$2.95 per pair. Are Nouveauté Super Nylons worth the difference? Women who have worn them say "YES"! They order once—then reorder! They recommend these wonderful Nouveauté Super Nylons to their relatives and friends. These women have found that Nouveauté Super Nylons can cut their stocking expenditures down to a fraction of what they were before. They say once they've worn Nouveauté they'll never settle for ordinary, snag-and-run nylons again!

WHY THEY GIVE SUCH FABULOUS WEAR

Nouveauté daytime sheers are all nylon. They are *NOT* mesh, but regular nylons. However there is a difference—a wonderful difference—in the yarn. The yarn process used in the creation of Nouveauté stockings takes a sheer nylon and treats it to give a maximum 300% resiliency! This resiliency is a *permanent* part of the stocking . . . added to last through its long, long life! No matter how many times it's washed and worn, the resiliency lasts . . . to bring such extraordinary durability and fit that it must be experienced to be believed!



In the hands, these lovely Nouveauté stockings look "doll size", different from any other nylons you've ever seen. Slip them on and you are in for a wonderful surprise! They feel soft, light, smooth as silk! *THEY LOOK AMAZINGLY SHEER ON YOUR LEGS.* They fit with a perfection you never dreamed possible. So comfortable you hardly know you have them on!

READ THESE RAVES FROM WOMEN WHO HAVE ALREADY "DISCOVERED" THESE SUPER NYLONS:

(Extracts from unsolicited letters. Copies on file in our office.)

"One pair I wore every day, except Sunday, washed each night and after 7 months of wearing there are still no holes or runs in either of them. As a teacher, I am hard on hose . . ."

"Over 4 years ago I received a gift of Nouveauté stockings . . . Will you believe that that pair of stockings is the only pair I wore on duty—am still wearing in fact!"

"I am so thrilled with the way they last, look and their beauty. I cannot be happy with any others."

"Have worn one pair since last February . . . In fact I am still wearing that same pair today." (11 months later.)

"Absolutely delighted with your hose . . . about 2 pair have lasted me a whole year."

"Bought a pair of your hosiery last March and am still wearing them." (10 months later.)

"I've worn a pair since June and am still wearing them." (8 months later).

"Two years ago, I bought a pair . . . Needless to say, I have never bought anything else since. They are simply wonderful!"

"Two years ago today, I put on my first pair of Nouveauté nylons. Today I have on that same pair . . . still wearable!"

$2.95 per pair **SPECIAL OFFER:** 3 pair **$8.69**

NOUVEAUTÉ SUPER NYLONS NOW AVAILABLE FOR THE SIZES MARKED X

LENGTH / SIZE	8	8½	9	9½	10	10½	11	11½
SHORT	X	X	X	X	X			
MEDIUM	X	X	X	X	X	X	X	
TALL				X	X	X	X	
EXTRA FULL					X	X	X	X

NOUVEAUTÉ AVAILABLE IN TWO LOVELY COLORS: Nouveauté Beige (a pretty and versatile beige that goes with most anything) Nouveauté White (for nurses).

AVAILABLE IN TWO STYLES: With Seams or Seamless.

TRY THESE SUPER NYLONS FOR 10 DAYS AT OUR RISK!

Send for Nouveauté daytime sheers today, and try them at *our* risk! Remember, you are the sole judge. You must be convinced that these Super Nylons will fit and flatter your legs just as we say they will . . . you must be convinced they will give you *super* wear, or return them within 10 days for a full refund.

Order by stock number and specify size & length desired.

NOUVEAUTÉ SUPER NYLONS WITH SEAMS
BEIGE (PZ-12351B) **WHITE** (PZ-12369B)
NOUVEAUTÉ SUPER NYLONS SEAMLESS
BEIGE (PZ-12377B) **WHITE** (PZ-12385B)
$2.95 per pair **SPECIAL OFFER:** 3 pair **$8.69**

SPENCER GIFTS

187A SPENCER BUILDING, ATLANTIC CITY, N. J.

ORDER BLANK

(PLEASE PRINT)

NAME_____

ADDRESS_____

CITY_____ ZONE_____ STATE_____

If You Have Moved Since Last Order, Please Give Old Address _____

Quantity	Stock No.	NAME OF ITEM (size, color, personalization)	PRICE EACH	TOTAL
		USE ADDITIONAL PAPER IF NECESSARY		
		PLEASE PRINT ALL PERSONALIZING INSTRUCTIONS CLEARLY		
			TOTAL	
			POSTAGE	
			AMOUNT ENCLOSED	

Check One:

☐ **SEND C.O.D. I ENCLOSE $1 DEPOSIT,** I will pay postman for balance of order, plus all postage and handling charges. I understand satisfaction guaranteed (if merchandise is returned within 10 days) or money refunded (less postage costs). These **C.O.D. TERMS NOT AVAILABLE** on personalized merchandise or on any item having the letter "P" or "S" in its code number.

(Sorry—No Stamps Accepted)

☐ **I ENCLOSE FULL PAYMENT** for merchandise, and payment for part of the postage costs (per chart below). Spencer Gifts pays all the rest of the postage plus all insurance and handling charges. I understand satisfaction guaranteed or I may return purchase within 10 days for a refund of full price of merchandise (less postage costs).

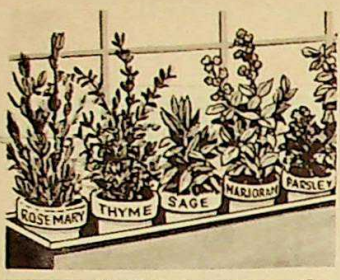
AVOID DELAY

Include postage, handling and insurance charges as shown on the chart at right. Orders cannot be shipped unless these small charges are sent with your order. Spencer Gifts will pay all the rest of the postage, handling and insurance charges.

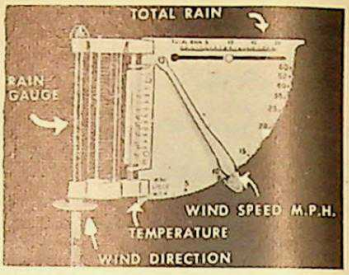
POSTAGE CHART—for prepaid orders

Orders over $20.00	No Postage Charge!
Orders from $15.01 to $20.00	95c
Orders from $10.01 to $15.00	85c
Orders from $ 5.01 to $10.00	65c
Orders from $ 3.01 to $ 5.00	45c
Orders up to $3.00	35c

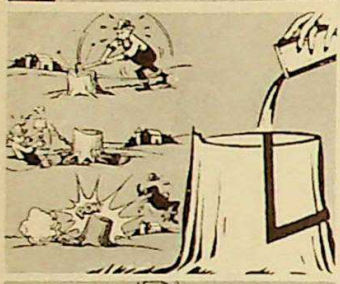
If you should receive duplicate catalogs from us, kindly drop us a card showing the addresses used on each, so that we may correct our records. **THANK YOU**



GROW SPICY HERBS RIGHT IN YOUR KITCHEN! . . . Fresh herbs to season salads, soups, meats . . . pinch off what you need, plant renews itself! Includes: 10 individual peatmoss planters; planter mix; 10 seed packets (chives, dill, marjoram, parsley, Rosemary, fennel, curled parsley, sage, thyme, anise) all blended with organic soil; instructions; recipes.
HERB GARDEN (Z-10652B) **$3.98**

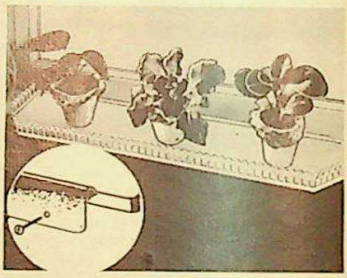


RECORD THE WEATHER (Z-58396) . . . every phase of it, with this easy-to-read weather gauge. Besides telling the temperature it indicates the rainfall, wind speed, wind direction, and total rain! Records rain for any given period . . . wind speed in exact M.P.H. Calibrated & tested for accuracy. Easy to mount on porch, gate, by window, door. **$1.98**

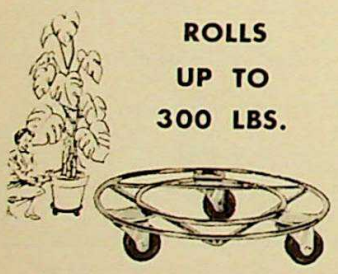


DON'T CHOP, DON'T DIG, DON'T BLAST . . . to get rid of those unsightly tree stumps on your property. Pour Magic Stump Remover, a new compound, into the stump and allow to absorb. Helps decompose the wood fibers & prepares it for burning. Saves time and toil! Will not harm surrounding vegetation. 8 ozs.
STUMP REMOVER
(Z-11080) **$1.29**

RARE MONKEY GROWS MOSS UP TO 10 YEARS . . . Discovered in the Far East! Monkey clings to limb with a hanging hoop. Body is made of roots which grow lush green moss up to 10 YEARS! Lifelike head is of handpainted ceramic. For a decorative triumph hang in living room, den, office. 6″ to 7″.
GROWING MOSS MONKEY
(Z-06239B) **$1.98**

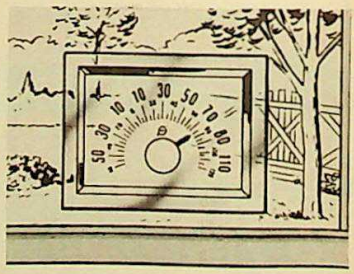


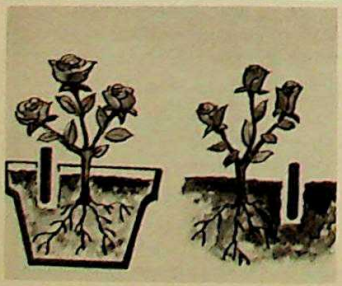
A PLACE IN THE SUN . . . for your favorite plants! New Gallery Window Shelf gives them MAXIMUM healthful sunshine. Attaches easily to any window sill with two small tacks. Does not interfere with raising or lowering. Gallery style "fence" prevents falling plants. White enameled metal. 22″ x 5½″ x 1¼″.
WINDOW SHELF (Z-61291) **$1.49**



ROLL HEAVY FLOOR PLANTS . . . No lifting when cleaning or rearranging! No more floors ruined. Place Roll-A-Plant under plant for a permanent, movable base—a touch moves plants up to 300 lbs. Brass-coated wrought iron; non-marking wheels. 11″ holds 300 lbs.; 8″ holds 150 lbs. Order: **ROLL-A-PLANT**
11″ DIAM. (Z-13201B) . . **$5.98**
8″ DIAM. (Z-53280) **$3.98**

LAWN-SAVER RAIN-SPRINKLER . . . When it rains, it unrolls and sprinkles! Carries water away from the house and puts it where it's needed. No gutted, gullied lawns due to water rushing through drain pipe. Wind, wear resistant plastic, 8′ long. Installs easily on round or rectangular spouts. Instructions incl.
1 SPRINKLER (Z-50500) **88c**
3 SPRINKLERS (Z-59402) . . **$2.50**

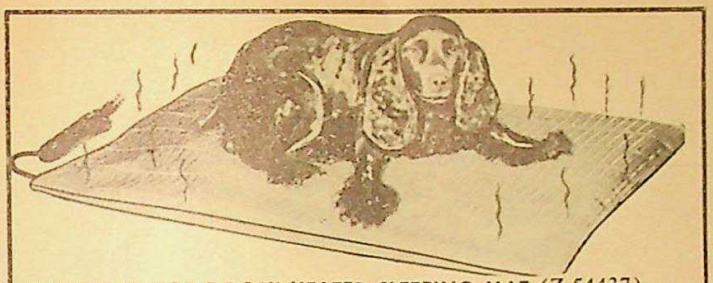




NEW LIFE FOR PLANTS . . . with Ferto-Sticks! 100% organic cow manure! Feeds indoor or outdoor plants new, longer life! New stick form . . . no measuring or mixing . . . just insert in soil. Healthful nutrition emanates through roots and stem. Odorless! Clean! Last for months! For plants and vegetables in pots, flats or garden.
90 FERTO STICKS (Z-60251) **98c**

SEE-THRU WINDOW THERMOMETER (Z-60095) . . . A transparent instrument that adheres easily & quickly to outside of window . . . tells the outside temperature from inside! Lets you know how to dress before you go outside! Lettering & pointer are visible from a distance. 2″ x 3″ clear plastic dial does not obstruct the view from window. Self adhesive frame. **$1**

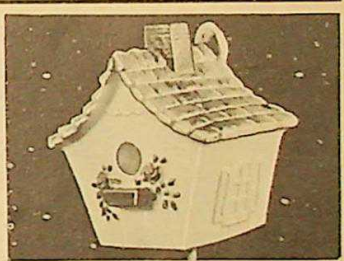
PET IDENTIFICATION TAGS . . . Every dog (and cat) has his day to stray! And, what if your pet suddenly finds himself among strangers? How could he introduce himself? This shiny stainless steel identification tag insures his safe return! Specify pet's name . . . and your name, address and phone number.
CAT TAG (PZ-04630B) . . . **$1.25**
DOG TAG (PZ-04440B) . . . **$1.25**



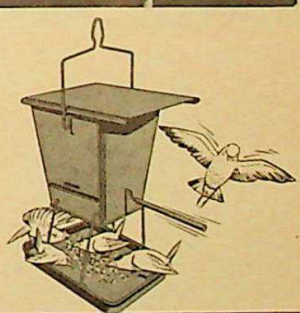
"DESIGNED FOR DOGS" HEATED SLEEPING MAT (Z-54437) . . . Gives your dog a warm, comfortably cozy place to sleep OUTSIDE the house, in chilly unheated garages, basements, and at the same time eliminating dangerous winter colds. The outer cover is a full size 17″ x 27″ of upholstery fabric with a waterproof lining that's easily cleaned. The inner heating pad is completely vulcanized and waterproof, too. Power cord has a durable covering so dogs can't chew through. Has a special plug frisky pups can't pull out of wall outlet. Three thermostats, assures maintenance of safe, controlled heat. Truly a dog's best friend. **$9.98**

HOUSEBREAK YOUR DOG THE NEW, EASY WAY (Z-03442B) . . . Trains grown dogs & puppies to "answer nature's call" WHEREVER YOU WISH! A few drops draw dog to one spot . . . on a newspaper, mat, in a box, or a specific spot outdoors. Harmless, humane, effective . . . used by leading trainers. A dog training "must" **$2**

HOUSE HUNTING FOR A WREN? . . . Well focus your peepers on this one! Darling little Wren House is fashioned of fine wood-textured plastic in pretty garden shades. 7″ high. Complete with "flower box" perch, bright red chimney and slanted roof. Any Wren would love it and settlement charges are so low!
WREN HOUSE (Z-04309B) . . . **$2**



AUTOMATIC SELF-SERVICE BIRD FEEDER . . . The birds dispense their own food as they want it. Patented mechanical device releases a small amount each time bird lands on perch. Nothing wasted . . . seed stays clean & dry. Baffles squirrels. Hang it or mount it. Metal; snug-fitting slide-on lid; holds 2 lbs. of seed. 9½″. **SELF-SERVICE FEEDER** (Z-08870B) **$2.98**

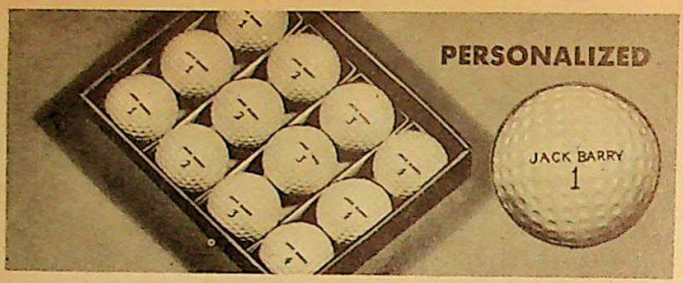


BUG TABS (Z-11809) . . . Work like magic to destroy flies, mosquitoes, wasps, silverfish, ants, spiders, roaches. Simply light the tablet. There's no flame, no fire hazard. A white fog immediately fills the air and destroys all insects in the area. The vapor even creeps into hidden crevices. Harmless to children, adults. Works indoors and outdoors. Jar of 25 . . . . . **$1.49**

PREVENT PET DAMAGE INDOORS OR OUTDOORS!!

Protect furniture, rugs, beds, drapes, plants, trees, grass, etc. from expensive pet damage! Just spray Pet Repel on desired area . . . repellent odor makes dogs & cats scat. Sniff, sniff & away they go. Helps train your pets! Safe, harmless to animals . . . odorless to humans. 5½ oz. spray can.
INDOOR PET REPEL (Z-01537B) **$1**
OUTDOOR PET REPEL (Z-01545B) **$1**

ORDER BLANK ON PAGE 49

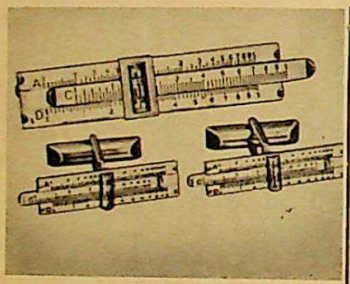


PERSONALIZED GOLF BALLS (PZ-03426) . . . One dozen liquid center golf balls at this low price! Each ball is imprinted in bold black letters with a full name. Tough, long-wearing high compression with durable vulcanized cover—extra lively for long drives. Made to withstand use and abuse on the green! Last far longer, too, because of the individual personalization (harder to lose or have permanently borrowed)! Makes a discriminating golfer out of all "club swinging aspirants". Specify name desired. (18 spaces maximum.)

Set of 12 ..... **$8.97**

GENUINE INDIAN HEAD PENNY CUFF LINKS . . . Fashioned from rare U. S. Indian Head pennies. Each is over 50 YEARS OLD. Polished and buffed to a golden finish, these unusual cuff links are a pride to own or give. Their value should increase with the years. Handsomely gift boxed. Price includes tax.

PENNY CUFF LINKS (Z-13839B) **$2.75**



MINIATURE SLIDE RULE FOR HIS TIE . . . And IT REALLY WORKS! Accurately and clearly calibrated scales. Handsome TIE CLASP in **GOLD TONE PLATING** (Z-51383) Only **$1.10**
STERLING SILVER (Z-51391) **$3.30**
Matching stationary Slide Rule CUFF LINKS in **GOLD TONE PLATING** (Z-51409) Pr. . . **$1.10**
STERLING SILVER (Z-51417) **$3.30**
All prices include tax.

SAFEGUARD YOUR MONEY . . . Keep it under this belt! Top-grain, genuine cowhide sparks his attire handsomely while its secret zippered pocket holds currency. Gleaming buckle boasts 2 or 3 initials. 1¼" wide in brown with golden buckle or black with silvery buckle. Specify size (28-44), initials, color.

MONEY BELT (PZ-58479) **$3.98**

DESCRIPTION OF ITEMS ON PAGE 53

A. REVOLVING TIDY BOY TIE RACK (Z-01347) . . . Lustrous wooden cabinet has a deep drawer for cuff links, shirt stays, tie pins, jewelry and money! Circular rack underneath holds a full tie wardrobe (15 prongs) and revolves to let him easily select which one he wants. Hangs conveniently on door or wall. 8½" high. Reasonably priced at only **$1**

C. WATER PUMP BATHTUB TOY . . . Kids love "Ella the Elephant". Pump her tail . . . her eye winks and water pours from her mouth . . . INSIDE the tub. Makes bathtime funtime . . . and the floor stays dry. Ella has two suction cups for easy attachment to side of tub. Colorful high impact styrene plastic. 8" high.

ELLA ELEPHANT (Z-08615B) **98c**

E. GIANT MONTHLY DESK CALENDAR . . . The whole month's appointments, occasions, memos always in full view. Eliminates forgetfulness. 12 calendars for 1962 bound in golden-stamped personalized plastic leather case. 11¼" x 9". State name.

BLACK CALENDAR (SZ-51185)
IVORY CALENDAR (SZ-51193)
Each ..... **$1**; 6 for **$5**

G. "STRIKING" CIGARETTE COUPLE (Z-01446B) . . . For all bowling enthusiasts . . . even if you've never rolled a "300" game! Quality ceramic cigarette set personifies the exact alley model . . . minutely detailed. Perfect in living room, playroom or as prizes. Authentically colored Bowling Pin Ashtray 7½" with matching "sure-strike" black lighter 3" high. Set **$2**

B. HIS PERSONAL "BELL RINGING" CHRISTMAS SHORTS (PZ-54841) . . . Santa in all his glory gracing one side of these gay holiday shorts . . . and any name hand embroidered on the other! Santa even has a tinkling bell on his cap. Perfect for that man on your list. White sanforized cotton with elasticized waistband. Washable. State name & size . . . 28 to 44 (even sizes). **$2**

D. IF YOU'RE "BARTENDER" FOR THE HOLIDAYS . . . or "HOST" for the big party . . . with this cheery Yuletide duo, you're ready to "mix the cheer"! A bright red felt vest trimmed in gay Christmas appliques, to wear with our holly-design bow tie. Fits any size.

CHRISTMAS VEST & HOLLY TIE (Z-09126B) **$1.98**

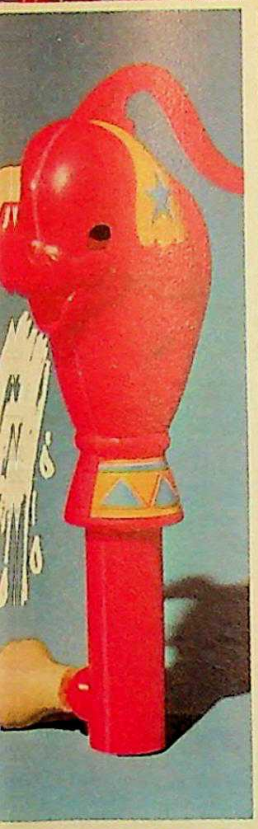
F. EASY ONE-HAND OPERATION! . . . No switches to turn on, no cords to plug in, no handles to manipulate. Simply insert pencil . . . sharpener AUTOMATICALLY puts a fine sharp point on any standard size pencil. Portable design . . . needs no fastening down. Uses 3 "C" batteries (not incl.). Twist off the top to empty.

ELECTRIC PENCIL SHARPENER (Z-54445) **$4.98**

H. RECHARGEABLE FLASHLIGHT (Z-54114) . . . No more expensive, annoying battery replacement! This battery last & lasts. Just recharge by plugging in home electric socket . . . as often as necessary. The magic is in a non-corrosive cadmium cell. 3½" plastic case in bright assorted colors. Compact enough for pocket or purse. **$2.98**

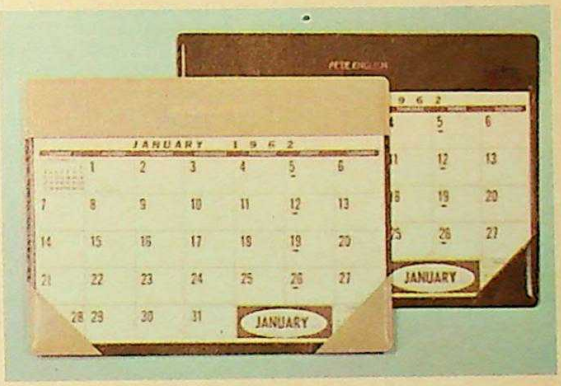
A. REVOLVING TIE RACK . . . With drawer for links, stays, tie pins, etc. $1.00

B. PERSONALIZED CHRISTMAS SHORTS . . . Any name hand-embroidered $2.00

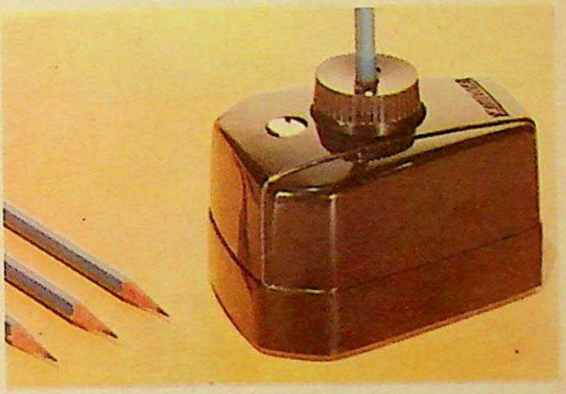


C.. ACTION BATHTUB PUMP. Pours water, 98¢

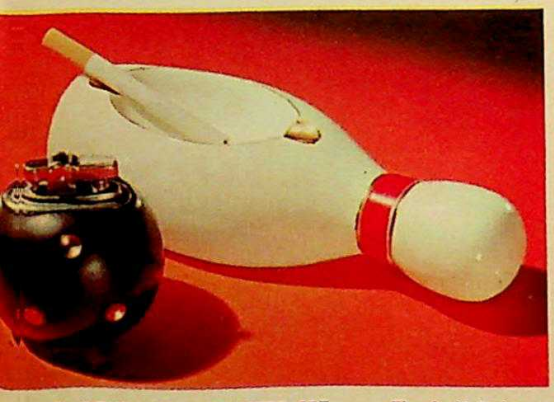
D. CHRISTMAS VEST & BOW TIE . Set $1.98



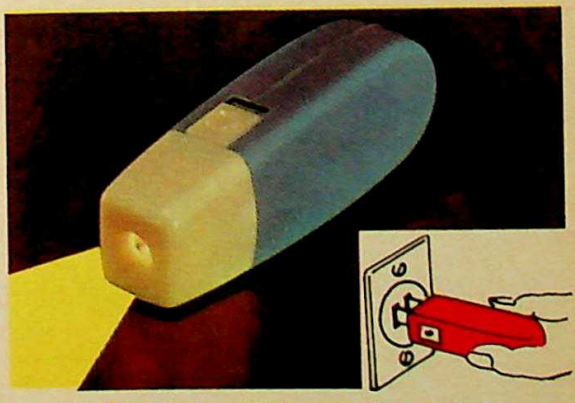
E. GIANT DESK CALENDAR . . . The whole month's schedule at a glance $1.00



F. ELECTRIC PENCIL SHARPENER . . . Operates with one hand $4.98



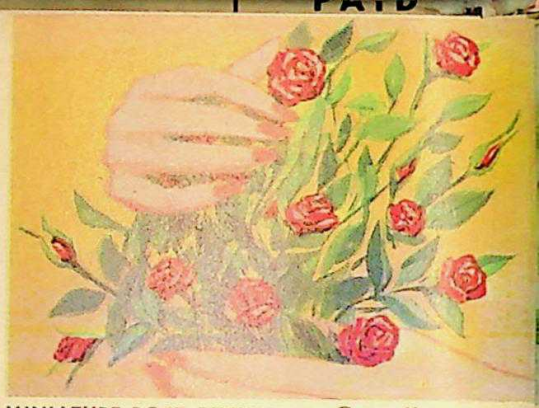
G. BOWLING CIGARETTE SET . . . The ball lights it; the pin catches the ashes. Set $2.00



H. RECHARGEABLE FLASHLIGHT . . . Recharge in home socket $2.98

GALA BASKET OF 100 FLOWER PENS . . . Less than 30c each for brilliant, blossoming flowers atop smooth-writing ball point pens! Form an enchanting bouquet in their own willow garden basket. Perfect mementos for business functions, banquets, proms, club affairs. Realistic polyethylene; assorted flowers, each 6″.

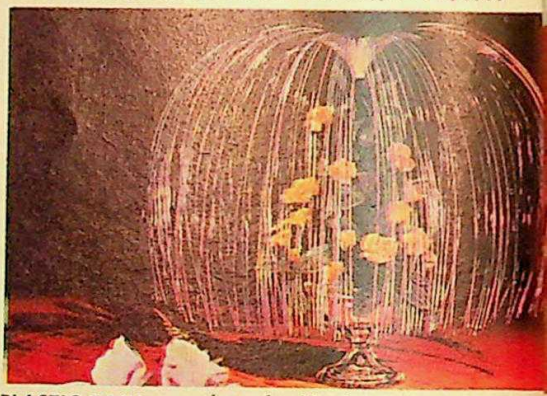
FLOWER PEN BASKET OF 100 PENS (Z-13276B) **$29.95**



MINIATURE ROSE BUSHES . . . Grow live roses indoors or outdoors! Perfectly shaped . . . will bloom indoors ALL YEAR LONG! Grow just 8 to 12 inches high . . . bursts out with a gorgeous array of tiny blooms. Keep indoors during the winter . . . transplant outdoors to bloom all summer and autumn. Specify color choice: red, white or pink.

MINIATURE ROSE BUSH (PZ-56747) **$1.49**

REVOLVING MUSICAL CAKE STAND (Z-50948) . . . Plays Happy Birthday as the cake revolves. Enameled white metal stand; houses a precision musical movement; colorfully decorated. On-off switch below. 7¼″ wide, 1½″ high. Each **$2.98**



PLASTIC RAIN . . . gives the illusion of graceful falling water SUSPENDED IN MOTION! Simulate a waterfall, fountain, falling rain! Dramatic decorating idea . . . an exquisite fantasy to surround floral arrangements, centerpieces, plants, etc. As natural looking as real rain. 13″ . . . Adjustable spray.

PLASTIC RAIN (Z-13334B) **$1**

FROM GERMANY — A CLOCK THAT CUCKOOS EVERY 15 MINUTES (Z-21709) . . . Keep accurate time . . . without electricity or wind up key. Fine grain wood in woodland shades. Bold Roman numerals. 7½″ high; a heavy pine cone shaped weight; polished pendulum. Tax included. **$5.98**

VENUS FLYTRAP BULBS . . . Bloom into carnivorous plants, camouflaged by breathtaking, Oriental beauty! They'll actually obtain food by catching and devouring small insects. A scent, odorless to humans, lures insect to the trap, which closes, consumes him, and reopens. Start developing in about 3-4 weeks.

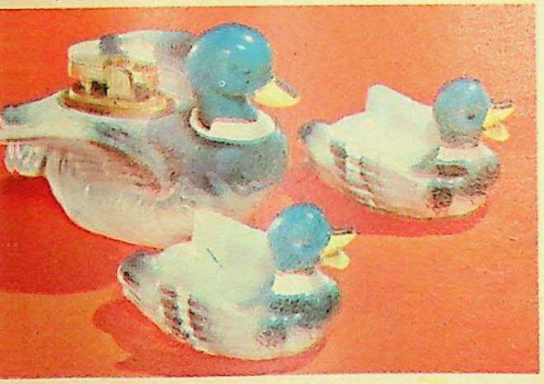
3 VENUS BULBS (Z-59352) . . **$1**

18 VENUS BULBS (Z-59469) . . **$5**

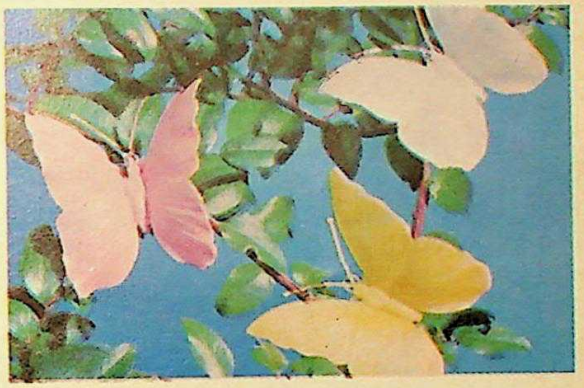
GROW DWARF ORANGE, LEMON & LIME TREES IN YOUR HOME—IN ANY SEASON!!!

Live dwarf fruit trees that can produce fresh oranges, lemons or limes year 'round . . . right in your home! Delicate, rare beauty — you'll thrill to the camillia-like fragrance of their waxy white flowers. An exquisite, novel addition to any plant shelf, green-house, etc. With proper care, these trees can be made to bear tasty, edible fruit indoors as well as out.

ORANGE TREE (PZ-56739); **LEMON TREE** (PZ-11072B); **LIME TREE** (PZ-11106B).
Each tree **$1.98**



HUNTER'S DELIGHT (Z-57521) . . . A Sportsman's cigarette set for the men on your gift list. Family of fine feathered mallards pose handsomely on office desk or in the den. Precision lighter uses standard fluid and measures 3½″ high. Rich authentic coloring under glaze on fine ceramic. Two ducklings serve as ashtrays.
3 piece set **$1.98**



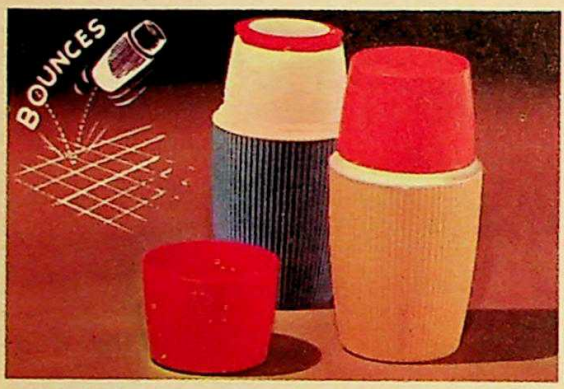
THE ADDED TOUCH . . . So real you expect them to flutter away at any moment. Carefully detailed life-size plastic butterflies in pretty pastels. An added touch of reality when they land on floral arrangements, plants, centerpieces, gift packages. Self-attaching . . . they snap on. Beautiful assorted colors.
12 PLASTIC BUTTERFLIES (Z-49379) **69c**

THE FASTER THE WIND . . . THE HARDER HE CHOPS! . . . Tells you wind direction and approximate speed. His arms move as he lifts his axe and brings it down on realistic log. Mount on roof, gate, post or anchor in ground. Colorfully designed plastic, 36″ high with stake. Completely weatherproof.
WINDMILL CHOPPER (Z-04564B) **$2.98**

SETTING HEN DEVILED EGG PLATE . . . What we need is atmosphere with our eggs . . . and so this plate came to be. Giant 9″ diameter with a deep center bowl to hold dressing, salad, pate. Outer circle holds one dozen egg halves in individual wells. Multi-colored hen surrounded by creamy white ceramic.
EGG PLATE (Z-13227B) **$1.98**

A. CHEESE DISH . . . Serves it on table; stores it in refrigerator $1.98

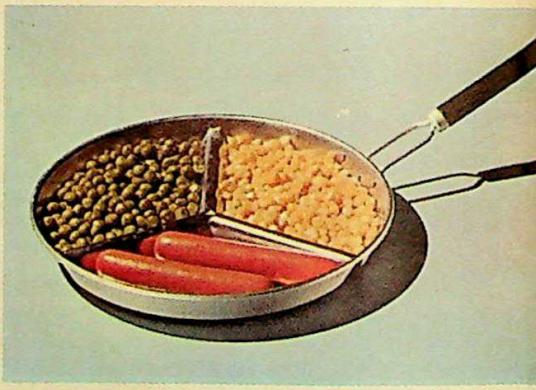
B. 4 PIECE TRAY SET . . . Cheerful canapé serving trays for each guest. Set.....$1



C. UNBREAKABLE THERMAL BOTTLE . . . For both liquids and solid foods $1.98

D. PETER RABBIT . . . For serving carrots & celery sticks, cucumber slices, etc. $1.00

E. TRAVELING SHOE CASE . . . Carries & protects 4 pairs. Tax Incl. $4.38



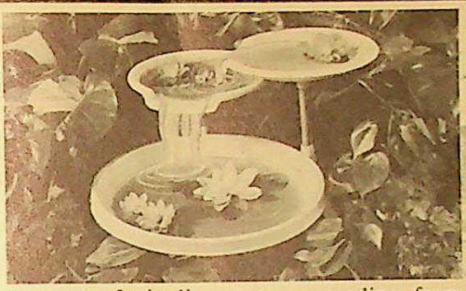
F. TRIPLE SECTION SKILLET . . . Cook 3 different foods in one pan $1.59

G. ELECTRIC HOT POT . . . Boils 4 cups of water in minutes $2.95

PERSONALIZED SIP 'N SMOKE SET . . . Enjoy your coffee or tea break in style . . . at home, office, car, etc. 6 oz. ceramic mug labeled Sip 'n Smoke is hand-decorated with first name or family name. Matching saucer-ash-tray with burning cigarette design adds to coffee break convenience. Specify first or last name.
SIP 'N SMOKE (SZ-08573B) **$1.98**

EXOTIC FLOWING WATERFALL FOR YOUR HOME OR GARDEN

NO PLUMBING NO PIPES!



The hypnotic enchantment of rippling water cascading from exquisite tropical "ponds" . . . and then recirculating to fall again and again! Exotic showpiece beautifies your home! Set amidst your shrubbery or plants for romantic island atmosphere in living room, garden, entrance way, office, patio, living room. Completely portable . . . no plumbing or pipes necessary. Simply plug in the powerful electric water pump . . . gives years & years of silent service. Durable polystyrene with simulated brass legs & non-mar feet. Exquisite white with golden flecks & golden marbleized bowls; 17″ (1) & 12″ (2) diam. 18″ high.
WATERFALL (Z-15453B) **$19.98**

DESCRIPTION OF ITEMS ON PAGE 56

A. CHEESE PROBLEMS? Where to put it? Our dish and cover serves cheese on the table or stores it in refrigerator . . . keeps in the aroma of zesty but delicious cheese. Stays fresh, too! Quality Rockingham ceramic with 2 typically hungry, yellow mice peeping delightedly from the holes. 6″ x 4½″.
CHEESE DISH (Z-09175B) **$1.98**

B. 4 PIECE CANAPE TRAY SET Solve your serving problems! Four 5½″ x 7½″ trays let you serve each guest individually with their own tray. Sturdy black metal, with beautifully lithographed floral pattern in center. Delicate golden colored design surrounds rim. Raised rim . . . food won't slip off.
4 PC. TRAY SET
(Z-09340B) **$1.00**

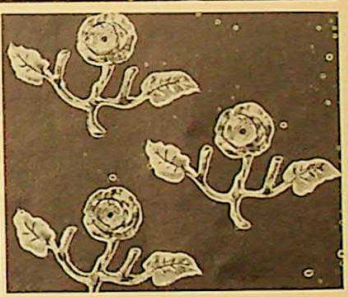
C. UNBREAKABLE THERMAL BOTTLE . . . For foods and liquids! Will not break, no more expensive liners to buy. Keeps liquid foods hot or cold for hours. Has no metal parts to rust. Non-drip pouring lid. Wide 2″ mouth for solid foods. (Soups, stew, baked beans, ice cubes!) No threads in cup to accumulate dirt. 10 oz. capacity, 7″ tall. Plastic.
THERMAL BOTTLE (Z-11064) **$1.98**

D. PETER THE RABBIT TO SERVE YOUR CARROT STICKS . . . They'll taste garden-fresh in this . . . even our frisky rabbit thinks so! Golden-toned arms surround carrot sticks, also cucumber slices, celery strips, etc. planted in his large cup body. An adorable sunshine touch for your table. Quality ceramic colorfully vegetable decorated. 8¾″ high.
CARROT SERVER (Z-13250B) **$1**

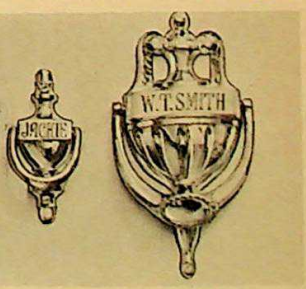
E. 4 PAIR SHOE CASE (Z-55129) . . . Travel-wise men and women pack shoes in this . . . keeps them from mussing and dirtying clothes! Superior Scotch plaid case holds and protects 4 pair of shoes . . . wonderful for student, salesman, exec. Handy for storing shoes from season to season, too. Durable weather-proof material, 19¼″ x 13″ x 6″, with ¾ zipper. Tax Incl. **$4.38**

F. TRIPLE SECTION ALUMINUM SKILLET (Z-54379) . . . A single pan that does the work of three! Individual sections let you cook three different foods and keep them separate. Perfect for bacon 'n eggs, meals for one, left-overs. Ends messy stove tops—all the work is done on one burner. Saves dishwashing. Quality aluminum with detachable handle. 10″ diam. **$1.59**

G. ELECTRIC HOT POT (Z-61549) . . . Boils a full 4 cups of water in minutes! Great for instant coffee, tea, soup, heating canned food. Easy-pour spout, stay cool base and handle let you use it right on the table. Of brightly polished, break-resistant aluminum, complete with electric cord. For office, home, travel. Each. . . . **$2.95**; **2** for. . . . **$5.50**

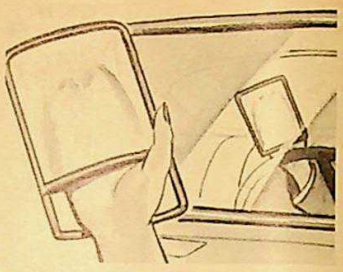


A ROSE WAS A ROSE BUT NOW IT'S A HOOK . . . And we caught it in full "double-blooming" splendor. Beautifully plated in golden tone metal with two sculptured leaves to match. Ideal for holding umbrellas, belts, towels, robes in closet, kitchen or bath. With mounting screws. 5″ wide.
ROSE HOLDER (Z-09829B) **$1.00**
3 ROSE HOLDERS
(Z-09837B) **$2.75**

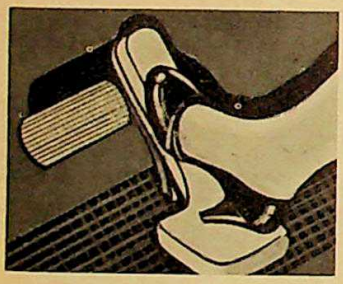


KNOCK ON ANY DOOR . . . and you won't find a more striking introduction. Heavy metal, plated with golden brass. Lacquered to resist tarnish. Large 6½″ size engraved with family name. Small one, 3½″, has first name, initials or apartment number. Specify name, initials, or number.
Order: **DOOR KNOCKER**
SMALL (SZ-10348B) **$1.00**
LARGE (SZ-10355B) **$1.98**

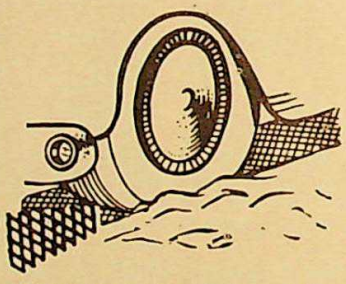
You can take it with you! Folds & stores in car trunk. Fits right over all size cars . . . safely covering grill, vents, etc. Gigantic 13½′ x 24′ sheet of heavy gauge, durable, polyethylene plastic! Waterproof, weatherproof, resists tears & scuffs. Save money on rust, repainting. Perfect for boats, outdoor furniture, garden tools. A full 324 sq. feet . . . no seams to rip. Can be cut as desired for other plastic items.
Order: **CAR & BOAT COVER** (Z-48272) **$4.98**



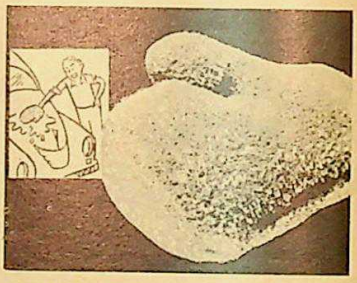
ONE WIPE KEEPS FOG AND MIST AWAY! . . . Avoid tragic accidents due to poor windshield vision! New chemically treated mitt works with 1 application. Windows can't fog or mist for weeks. Leaves steamed bathroom mirrors sparkling clear! Luminous binding; slips on bumper for emergency stops.
1 FOG MITT (Z-03780) **$1**
3 FOG MITTS (Z-59378) . . **$2.79**



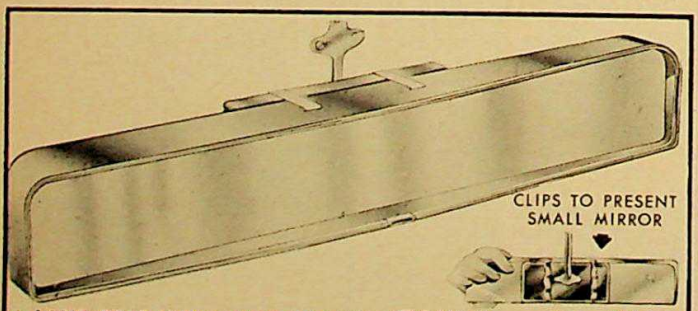
PROTECT SHOES WHILE DRIVING! (Z-58586) . . . No more broken or scuffed high heels from accelerator action. Women can drive in their best or fanciest shoes safely and comfortably. New cloud-soft foam cushion adheres to gas pedal. Also helps prevent foot-slipping, leg fatigue, and cracked floor mats. The men will welcome it, too! **79c**



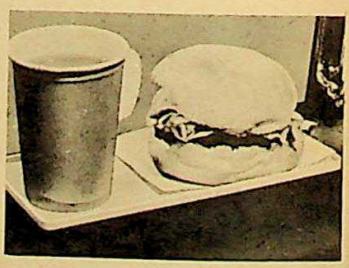
CAR TREADS (Z-25650) . . . Now you can stop worrying about getting stuck in snow, mud, or sand. Snow-Go car treads get you out in a jiffy. Simply place them under your tires and go! Made of sturdy, heavy-duty copper alloy steel and rust-guarded with black paint . . . last for years. Extra-large 8″ x 27″ gives any size car maximum protection.
Pair **$1.49**



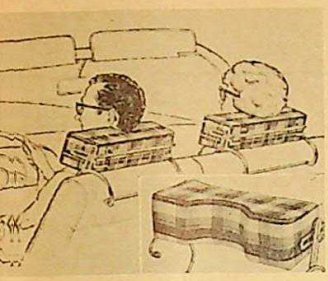
JUMBO CAR WASHING MITT . . . Made to fit the hand! Soft absorbent foamtex is stitched with nylon cord. Fits your hand snugly . . . one sweep covers a vast area. Protects hands from scrapes and cuts. Great for car, boat, windows, walls. To wring out—simply clench fist. Resists wear and tear.
JUMBO MITT (Z-13714B) **$1**



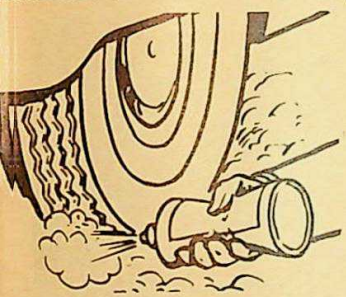
6 LANE REAR-VIEW AUTO MIRROR (Z-26195) . . . New "Wide-Screen" viewing for your car. Giant auto mirror **(OVER A FOOT LONG)** allows six lane vision for a clear unobstructed view from all sides. Perfect for today's hectic driving pace. Hooded mirror with new panoscope flat glass is encased in a sturdy aluminum shell with chrome trim. Attractively styled for beauty and safety! Clips on to your present car mirror in seconds for all around wide range road vision. Extra safety feature—tinted glass to reduce headlight glare. Giant size reduces blind spots. Easy-to-follow instructions are included. 2¾″ x 1¼″ x 12¼″. **$2.98**



ELIMINATE FOOD JUGGLING! . . . Store a set of Individual Car Trays in your car. Banish "drive-in" juggle. Use at drive-ins, outdoor movies, or when eating those "brought from home snacks" out on the open road. Makes rigid setting for food and beverages. Fits securely over car windows. Colorful plastic with marbleized glass-like surface.
3 CAR TRAYS (Z-08144) **$1**



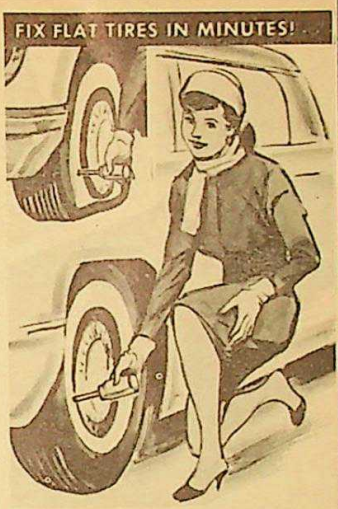
RELAXING HEALTHFUL NECK COMFORT ANYWHERE! . . . Take the tension out of long, tiresome rides! Nap sitting up in auto or any chair! Soft foam cushion relieves neck strain, provides relaxation, guards against "whiplash". Takes neck fatigue out of reading & TV, too. Strong steel frame adjusts to fit all cars & furniture. Removable plaid cover.
HEAD REST (Z-14043B) . . . **$5.98**



INSTANT TIRE TRACTION IN SNOW! . . . Never get stuck in snow or sleet again! Simply spray directly on tire, put car in gear, and drive away with ease. Absolutely will not harm tire in any way. Gives instant traction under any driving conditions. In handy unbreakable squeeze bottle. 1 pt.
TIRE GRIP (Z-04333) **$1**

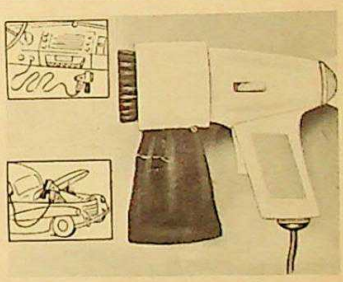
DRIVE THROUGH FOG! . . . No more creeping on foggy days . . . with Fog Lenses you can SAFELY drive through the heaviest fog. Scientifically constructed amber color contact lenses convert regular headlights to fog lights. 7" diam., fit standard headlights on cars, trucks, buses. Just press on, they stick firmly. Low or high beams.
FOG LENSES (Z-54593) Pair **98c**

INSTANT SPARES SET OF 2 CANS $3.98

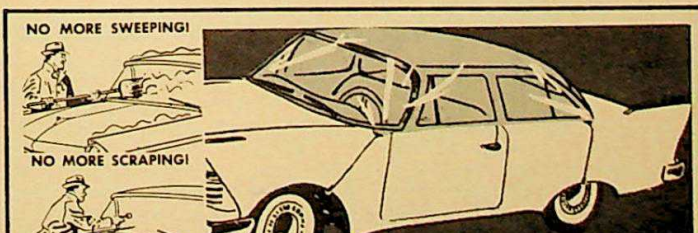


Without tire changing . . . Without jacking up your car . . . Without tools! You'll hardly lift a finger! Just attach new INSTANT-SPARE to valve of any tire (tube or tubeless). Instant sealant is forced into tire . . . ONE CAN PLUGS PUNCTURE AND INFLATES TIRE simultaneously! You drive away immediately—unstained & unexerted. No woman driver should be without one!
INSTANT SPARES (Z-14498B)
Set of 2 cans **$3.98**

SPRAY AWAY ICED WINDSHIELDS! . . . Absolutely removes ice, frost, sleet! Just a spray of Ice-Away removes all traces instantly. Provides clear windows for safe driving. Helps prevent re-icing. Windshields sprayed before a freeze are protected up to 3 days. 9 ozs.
Order: **ICE-AWAY**
1 CAN (Z-15644B) **98c**
3 CANS (Z-15651B) **$2.79**

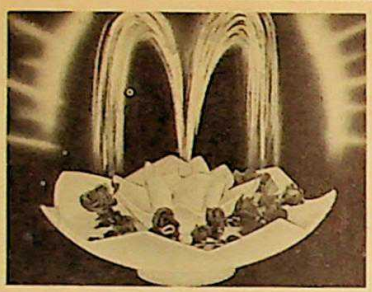


KEEP AUTO SPOTLESS . . . PREPARE FOR ROADSIDE EMERGENCIES . . . with our portable Car Vacuum Brush and Flashlight! Whirling bristles remove unsightly dust & dirt from upholstery, dash, floor as vacuum bag draws in dirt. Powerful light is a traveler's must for emergency stops. Sturdy metal. Removable bag. 10′ cord plugs in dash; no batteries needed.
AUTO VAC (Z-13805B) . . . **$4.98**



KEEP WINDOWS CLEAR OVERNIGHT IN WINTER WEATHER . . . Auto Cap eliminates the biggest nuisance of winter driving. Insures good visibility, without effort, no matter how severe the weather. Of heavy polyethylene plastic . . . won't freeze to window, won't crack or freeze in winter's worst. Covers top & all windows. Fastens to fender; stays firmly in place by elastic shock cords with attached rubberized hooks. Install in seconds . . . remove in a flash for driving! No more sweeping or scraping. Folds compactly for easy storage.
REGULAR PASSENGER CAP (Z-55608); **STATION WAGON CAP** (Z-55616); **COMPACT CAR CAP** (Z-11007B).
Each . . . . . **$5.98; 2 for** **$11.50**

ORDER BLANK ON PAGE 49



ELECTRIC FLORAL FOUNTAIN

CASTS SOFT GLOWING LIGHT THROUGH CASCADING SPRAYS

New triple-level fountain bowl projects cascading water high in the air as soft light glows from the base. Fill it with live or artificial flowers for added beauty. And for sheer enchantment try colored bulbs or colored water. Terrific at parties as a novel champagne or punch dispenser. Guests can actually fill their glass from the spray. Recirculating system operated by a quiet electric pump . . . no outlet necessary. Adjustable spray. Unbreakable white polyethylene; 15″ diam.; 115V, 50-60 cycle, AC; 6 foot cord. Beautifully formed plastic flowers included.
FLORAL FOUNTAIN (Z-15461B) $15.98

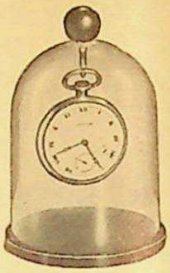
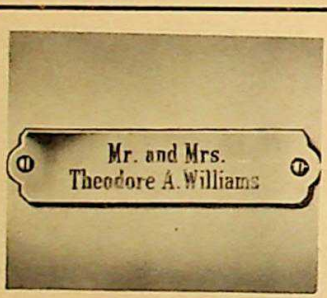
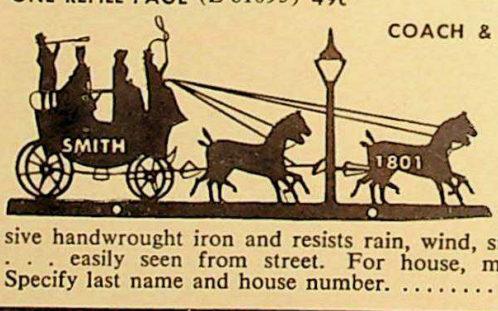


EXHIBIT CHERISHED POSSESSIONS . . . and protect them i this crystal clear Dome Fo Treasures! Don't lock up thos valued antique watches, medal small trophies, treasures of an kind. Now, shelter them in fu view in break-resistant plast . . . keeps them dust-free to Sleek black plastic base wi hook to hang treasures. 5″ hig
KEEPSAKE DOME (Z-59022) . .$



BRASS NAME PLATE (SZ-03954) . . . For the door bell, mail box, etc. Your full name beautifully engraved on solid bronze. Glossy finish and heavily lacquered. Durable and lasting—withstands harsh weather. Handsome in appearance . . . a must for the professional man, executive. A smart 2⁹⁄₁₆″ x ⅝″. Solid brass screws included. State name. $1

PROTECT CHERISHED SNAPSHOTS . . . and preserve them for posterity in this roomy, flip-it album. Photos flip up for best viewing! Each page has 10 transparent pockets, 3⅝″ x 5″ . . . holds 40 photos on both sides. Handsome leatherette, 7″ x 10″, complete with 1 page . . . holds 11 pages.
FLIP-IT ALBUM (Z-61085) . .$1.59
ONE REFILL PAGE (Z-61093) 49c



COACH & FOUR HOUSE SIG (SZ-46797) . . . friendly invitatio and guide artist cally hand-painte with family nam and house numbe Handsome blac textured plastic . . looks like expe sive handwrought iron and resists rain, wind, snow. Over 15″ lon . . . easily seen from street. For house, mailbox, porch, et Specify last name and house number. .....$

DESCRIPTION OF ITEMS ON PAGE 61

A. TURN THE TABLES . . . with our year-round versatile Reversible Tablecloth! Cheerful Santa & candy cane design does an about-face to reveal a bright birthday cake pattern . . . it's ready to fit your party mood! Durable "wipe-clean" plastic in gay holiday colors.
Order: REVERSIBLE TABLECLOTH
54″ x 72″ (Z-08623B) $1.98
54″ x 90″ (Z-08631B) $2.50

D. 10 SHELF SHOE BAG . . . Pretty, practical space saver keeps shoes off the floor & away from dust! Holds 10 pair of men's or women's shoes in easy view, one pair to a shelf. Heavy gauge, see-thru plastic with quilted top & binding & full length zipper. Hangs from closet rod. 12¾″ x 57″.
1 SHOE BAG (Z-55160) . . .$3.98
2 SHOE BAGS (Z-59519) . .$7.50

B. CHRISTMAS COOKIE PLATES (Z-52209) . . . An exquisite way to set YOUR home-baked gifts apart from all others! Each plate a different scene, delicately painted in brilliant colors . . the finished picture is so radiant that it's almost iridescent. Pretty for cookies in your own home. German made of heavy paperboard, 10½″.
Six for $1

E. COMPLETE TABLE-TOP CROQUET SET . . . for an action packed indoor game! Can actually be played on a table-top . . . youngsters love it! Improves children's coordination, develops aiming skills. 17 gleaming metal pieces in all, each perfectly proportioned; 4 mallets (3¼″), 4 balls, and 9 wickets with no-tip bases. Complete for 4 players.
CROQUET SET (Z-09571B) . .$1

C. CREATE AN INDOOR GREE HOUSE IN YOUR WINDOW! . Graceful black wrought ir planter has 6 golden-flecked pla tic jardinieres. Hold any 3″ cl pot perfectly. A picturesque hon in the sun for plants! Fits a double hung window; will n interfere with window operatio 19½″ x 20½″. (Plants not incl.
WINDOW PLANTER (Z-11593B) .....$5.

F. 3,360 INCHES OF CURLIN RIBBON . . . Lots and lots of it tie generously in BIG bows. Ru the ribbon ends over the blad of your scissors and watch curl! Extra generous supply . you get 280 feet of either red green . . . or one of each colo
2 RED BOLTS (Z-18697) 5
2 GREEN BOLTS (Z-18705) . .5
1 RED 1 GREEN BOLT (Z-18713) 5

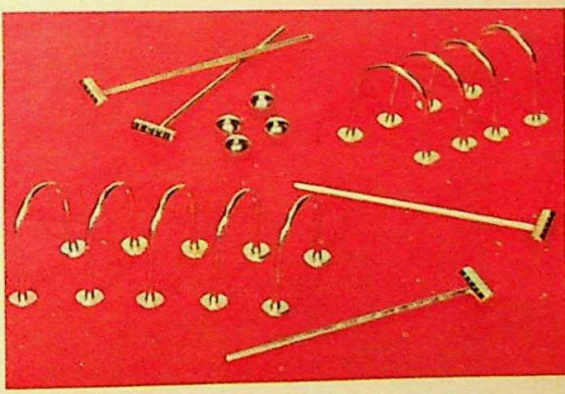
A. YEAR 'ROUND TABLECLOTH . . . One side is Christmas; the other says Happy Birthday. 54"x72" . . $1.98

B. CHRISTMAS COOKIE PLATES . . . Beautiful scenes for all your home-baked gifts. 6 for $1.00

D. SHOE SHELF BAG . . . Shows and stores 10 pairs. Each $3.98

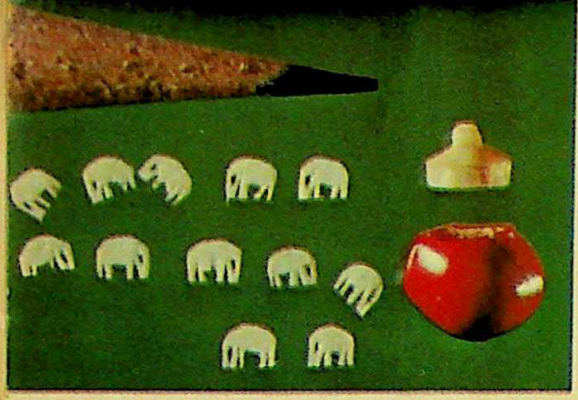
ORDER BLANK ON PAGE 49

C. HANGING WINDOW PLANTER . . . A home in the sun for your plants $5.98



E. TABLE-TOP CROQUET SET . . . 17 pieces in all. $1.00

F. 3360" OF CURLING RIBBON . . . Scissor edge curls it automatically. 2 bolts . . . . . 59¢



MAGIC BEAN FROM INDIA . . . A tiny red bean that contains approximately 12 hand-carved ivory elephants! Shown here in actual size! Its possessor — according to Indian tradition — acquires the strength of the animals inside. Exquisite hand-work from the mysterious bazaars of India.

1 MAGIC BEAN (Z-01776) **69c**
3 MAGIC BEANS (Z-54239) **$1.98**

NEW INSECT COLLECTING SET . . . For the hobby entomologist . . . beginner or expert! Contains complete equipment for making perfect insect specimens: dropper, tweezers, large supply of powder for solution that preserves specimen, name cards and instructions. Provides unlimited fun for youngsters & adults.

INSECT SET (Z-12617B) **$1**

KIDDIES WILL BE "JUMPING WITH JOY" . . . when they put our Kangaroo Shoes on! Make youngsters a leaping kangaroo or a rocket cadet blasting off into space . . . exciting fun and healthy exercise, too. Sturdy wooden soles with quality steel springs . . . perfectly safe. Leather strap adjusts to fit any shoe.

KANGAROO SHOES (Z-13292B) Pair . . . **$3.98**

PERSONALIZED SCHOOL TOTES . . . Homework & lunch travel in grand style . . . won't get lost! Jumbo sized: 9″ x 6″ Lunch Tote holds largest lunches; 12″ x 10″ School Bag protects all their homework. Red TEXON . . . weatherproof; scuff, chip, crack resistant. Specify name or initials to be gold-stamped on case.

SCHOOL BAG (SZ-03533) **$1.49**
LUNCH TOTE (SZ-08219B) **$1.49**

HICKORY DICKORY DOCK, THE MOUSE RAN UP THE CLOCK . . . and we found him precariously swinging on the pendulum barely evading his frisky friend! Durable plastic with large, easy-to-read numerals . . . perfect in nursery, playroom. U.L. Approved electric mechanism. 7¾″ diam. Prices include tax.

Order: **CAT 'N MOUSE CLOCK**
PINK (Z-09068B): **BLUE** (Z-09076B) . . **$8.75**

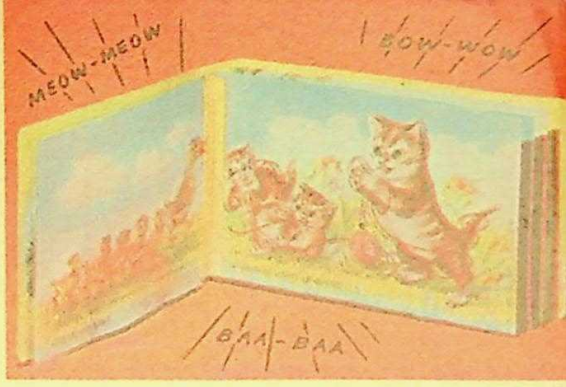
ONE DOZEN GENUINE SOAP CRAYONS . . . Work like crayons on skin . . . clean as they COLOR THE KIDS . . . tint water in the tub . . . wash off any surface. Makes bath-time fun-time. Non-toxic soap crayons will not stain & they're long-lasting, too! Set of 12 crayons in assorted colors.

SOAP CRAYONS
(Z-05215B) **$1**

FOR THE "JUNIOR" LADY OF THE HOUSE . . . A collection of mouth-watering miniature foods . . . just doll-house size! Everything she'll need to give "baby" a balanced diet—fruits, meats, vegetables, cakes (approx. 48 pieces). Bright, real-life colors, non-toxic, unbreakable.

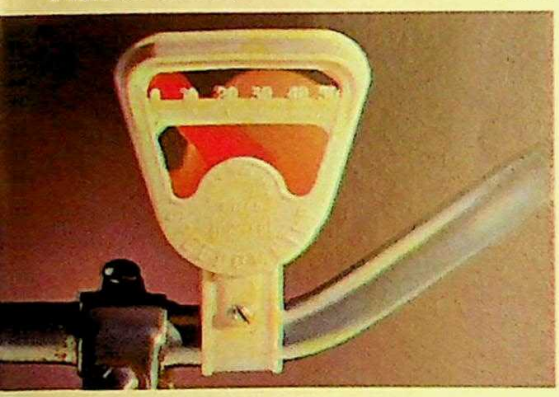
Order: **MINIATURE FOOD**

1 SET (Z-06106B) **$1.00**
3 SETS (Z-06114B) **$2.79**



TALKING ANIMAL BOOK . . . What a kick the youngsters get out of this "talking" book. A different animal on each page, each emitting its own particular sound as the page is lightly pressed. In full color, with a charming story about our barnyard friends. Helps little ones learn the different animals. 8″ x 5½″.

1 ANIMAL BOOK (Z-00232) **49c**
2 ANIMAL BOOKS (Z-54205) **97c**



"JET" SPEEDOMETER FOR YOUR BIKE (Z-53595) . . . Clock your speed, hold races, measure distances with this precision engineered "Bikometer"! Measures speeds up to 50 M.P.H. No gears or complicated mechanisms—just fasten to handlebars and you're ready to go. Of sturdy, rust-proof polyethylene with easy-to-read indicator.

Just **79c**

DOLLS OF ALL NATIONS (Z-00794) . . . 12 dolls dressed in fabulous hand made costumes! Each representing a different country—France, Italy, Russia, Holland, etc. Movable eyes that open or close. Arms and legs move, too! All finely detailed. Of durable plastic so they won't get hurt. Each about 3″ high.

Set of **12** **$1.59**

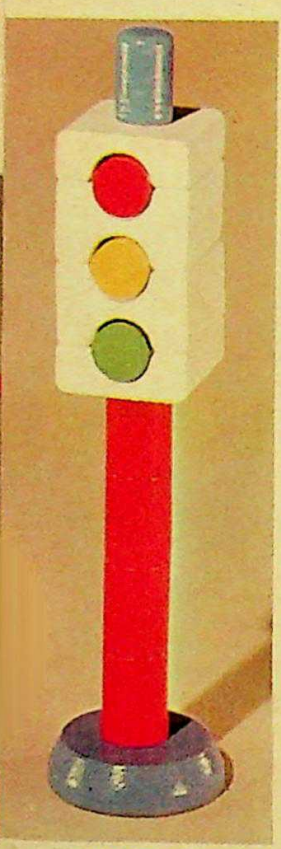
SURPRISE TREASURE CHEST OF 20 TOYS! . . . Each drawer holds a delightful treasure for kiddies! He may discover intricate puzzles, speedy model cars, whistles, a leaping frog, amazing, laugh-filled tricks . . . each surprise sure to be a favorite of your youngsters. 20 different action-packed toys . . . they'll be speechless. In chest, 7½″ x 3″.

TOY CHEST (Z-10173B) **$1**

JIFFY JIGSAWS . . . An amazing array of tiny jigsaw puzzles, each in a little matchbox. Approx. 17 pieces in each, but they aren't easy! Precision cut. Will test the wits of an expert. A perfect, little gift for the Jigsaw fan. 2″ x 3″ when completed. Matchless fun! A great stocking stuffer.

1 JIGSAW (Z-01008) **29c**
4 JIGSAWS (Z-54221) **$1**

A. CHILDREN'S PLAY TENT . . . Playroom now; backyard in the spring. 6 ft. x 4 ft. $2.98

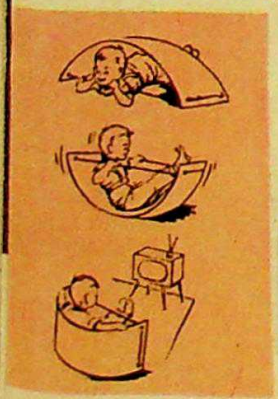


B. TRAFFIC LIGHT PUZZLE . . . Coordination toy $1

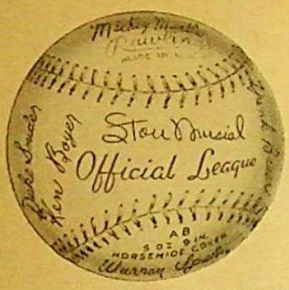
C. OUTER SPACE FLASHLIGHT . . . Projects "zooming" images on wall $1.98

D. 24 PERSONALIZED PENCILS . . . Gold-leaf imprint. Set of 24 . . . . . 98¢

E. TALKING BLOCKS . . . Set of 5 . . . . . $1.98



F. ROLLICKING ROCKY ROLLER . . . Unlimited fun indoors & outdoors $2.98



ATTENTION BASEBALL LOVERS! . . . Here is a Rawlings Official League Baseball autographed by your favorite Major League Stars! Facsimile signatures of Mickey Mantle, Warren Spahn, Duke Snider, & other baseball greats . . . your "little leaguer" will be thrilled (so will dad & his little tomboy). Regulation size & wgt.

AUTOGRAPHED BASEBALL
(Z-09050B) **$1.98**

JUMBO FUN HOUSE MIRROR OF A THOUSAND FACES!

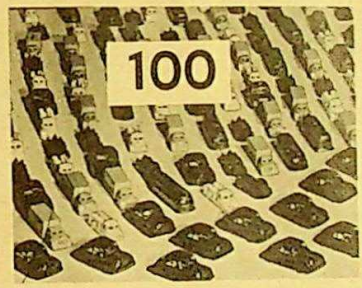
OVER FOUR FEET TALL

Fat, thin, wiggly, squishy —there's no end to the myriad of rib-tickling images you'll see in your own Fun House Mirror! Provides endless hours of laughter for children—hilarious at adult parties, too. Giant-sized; over 4 feet tall and 23″ wide; attaches to back of any door or wall. Durable, unbreakable; completely safe; rolls up for compact storage.

FUN HOUSE MIRROR
(Z-13904B) **$2.49**

APPROX. 17″ TALL

PERSONALIZED UTILITY BAG
(SZ-03640) . . . You'll drag this bag around for the next couple of years . . . it's that handy! Big enough (approx. 17″ tall) to carry your books, gym equipment, beach togs—and even your laundry. Made of extra heavy navy blue denim and white twill. White cotton cord for tying. Personalized for you in bright red letters. State name. Tax incl. **$1.65**



MOTORCADE OF 100 CARS
(Z-00083) . . . If your youngsters spend hours playing with toy cars, give them this . . . they'll be speechless! 100 plastic cars, streamlined trolleys, highway vans, trucks, service cars, etc. Put them end to end and they reach 16 feet! Colorful scale models. Ideal for rainy day play hours.
100 cars. Complete **98c**

GRACE YOUR "LITTLE PRINCESS" WITH REGAL SPLENDOR . . . Give her a fairy princess crown and a magic wand that "glows in the dark". Petite filigree plastic crown is adjustable & fits any royal head with majestic elegance. The perfect playtime gift for her Christmas stocking.
PRINCESS SET (Z-08532B) . . **79c**

DESCRIPTION OF ITEMS ON PAGE 64

A. INDOOR-OUTDOOR PLAY TENT . . . JUST—$2.98 . . . with poles, ropes & stakes. Provides hours of healthy fun for backyard adventurers & playroom frolickers! Durable vinyl: Weather-resistant, Water-repellant, Flame-retardant. Scout-size 72″ x 48″ (flat measurement). Lightweight. Easy to set up indoors or outside.
PLAY TENT (Z-06080B) . . **$2.98**

D. 24 PERSONALIZED PENCILS . . . . . With any name stamped in brilliant gold-stamp. About 4c each for finest quality, hexagon shaped pencils. Number 2 lead and pure rubber erasers. State name (1 imprint per set). Order:

24 PERSONALIZED PENCILS
1 SET (SZ-17285) **98c**
6 SETS (SZ-59394) **$5.50**

B. STOP THE TRAFFIC! . . . A colorful toy traffic light sealed and designed just like the familiar signal in your town. Children one to six will love taking it apart and putting it back together. Develops color perception and coordination, and provides hours of educational fun. Safe, non-toxic wood construction. 10″ x 2″ x 2″.
TRAFFIC LIGHT (Z-08698B) . . **$1**

E. TALKING ANIMAL BLOCKS (Z-51367) . . . Squeeze them . . . They talk! Cat "meows"! Duck "quacks"! Monkey "squeaks"! Dog "barks"! Adds a new dimension of sound to kiddies' fun! Bright colors depict animals on each side of the block . . . more fun than a trip to the zoo. Giant sized blocks nest—help develop co-ordination.
Set of 5 . . . . . **$1.98**

C. OUTER-SPACE FLASHLIGHT-PROJECTOR . . . Produces "zooming" pictures on wall or ceiling. Ever-changing images designed to create a space travel illusion. Includes 6 picture discs & 5 blank discs for making your own designs. Telescopic inner tube extends to 12¾″. Battery operated (not incl.). Metal; 1¾″ diam.
ZOOM-LITE (Z-11684B) . . **$1.98**

F. ROCKY ROLLER (Z-56804) . . . Rollicking, frolicking fun. It's a mountain top, a racing car, a seesaw, a T.V. chair. A child's imagination has no limit with this toy. Shaped to provide action along with stability and safety. 35″ long of bright, play-tested board with smooth edges. Will be the center of every game room, the envy of every child. **$2.98**

PUSH ONE➡ THIS ONE GOES!

MAGIC CARS . . . PUSH ONE . . . THE OTHER ONE GOES! Place them back-to-back, they tow each other. What makes them go? Powerful, hidden Alnico magnets. Baffling! Amusing! Try the paper trick . . . top car follows bottom. Endless fun! Polystyrene plastic. 2" long. Assorted colors.
2 MAGIC CARS (Z-13656B) . . **$1**

AMAZING MODEL CAR RUNS WITH WATER! . . . Just fill 'er up & away she goes . . . ACTIVATED WHEN FILLED WITH WATER! Adjustable steering . . . runs straight, curved, or circular patterns for one full minute . . . covers over 150 feet without "refueling". Polyethylene, 9¾" long. 4½" high pump; actually works. Batteries not incl.
H_2O CAR (Z-08912B) **$3.98**

DESCRIPTION OF ITEMS ON PAGE 67

A. PRESENTING THE PRESIDENT OF THE UNITED STATES IN COLOR . . . on a beautiful 10 inch earth enware plate. Shows all of our 3 presidents from Washington t Kennedy in brilliant full colo *President and Mrs. Kenned plate*, is also in color decorate with a lovely golden band.
PRES. PLATE (Z-14670B) . **$1.9**
KENNEDY'S PLATE (9" diam.) (Z-14688B) **$1.0**

B. POCKET SIZE CALCULATING MACHINE . . . ONLY 98c! (Z-50492) . . . Adds, subtracts and multiplies to 99,999,999 lightning fast! And never makes a mistake! Prevents overspending, checks bank balance and expense accounts. Easy to operate! Fast, noiseless, accurate. Lightweight steel construction.
Each. . . . . 98c; 3 for $2.79

C. ELECTRIC LIVE-ACTION BA TENDER . . . A typical home mi ologist demonstrating the pow of his "very dry martini"! Ju throw on the switch and he go through the whole comical ro tine. Reeling from side to side, h vigorously shakes the chrome plastic cocktail mixer; listens pr fessionally to the clicking, cryst cubes; fills his glass carefull gulps it down. Then his fa changes to flaming red and BI LOWS OF SMOKE STREA FROM HIS EARS. Natural col slowly returns and he starts ov to make his next, and next, ar next! Almost a foot high in plush velvet suit; full color vin face and thick, fuzzy, white hai Metal construction. Batteries n incl.
ELECTRIC BARTENDER (Z-09555B) **$4.9**

D. MAGNIFY ILLUSTRATED MATERIAL . . . up to 4 feet x 3 feet! No films, slides needed! Reproduces snap shots, stamps, documents in ORIGINAL COLOR! Adjustable twin lens, on-off switch. Uses reg. light bulb (not incl.). UL approved, 115V., 60 W, AC. Black plastic 12" x 8" x 4½"; case incl. Screen 40" sq.
MAGNAJECTOR (Z-21634) **$7.98**
40" SCREEN (Z-08680B) **$1.98**

E. TINY PALM-SIZE CAMERA AND CASE! . . . Precision designed to take clear, finely detailed pictures . . . and it fits in the palm of your hand. Just 2" x 1½", it's fully equipped with single fixed focus lens, 2 speed shutter, and leather case. Film is high speed, panchromatic . . . 10 pictures per roll.
Camera & Case (Z-18754) **$1.25**
6 Rolls Film (Z-18762) . . . **$1.00**

F. MYSTERIOUS LITTLE BLAC BOX . . . Just sits there—quie sinister, waiting for you to thro the switch! Then, twitching jumping, the lid SLOWLY ris & a clutching hand emerges. Th hand grabs the switch, pushes off & quickly disappears. All quiet, except your shaken friend many of whom will take th pledge. Batteries incl.
BLACK BOX (Z-30320) . . . **$4.9**

DESCRIPTION OF ITEMS ON PAGE 68

A. COLORAMA CANDLES (Z-00372) . . . Four white candles that drip a cascade of many colors! Red, yellow, pink, blue and lavender drippings flow down the sides, producing a varied color formation of icicle-like splendor. Place a Colorama Candle in a bottle or pottery container.
Four 12" candles **$1**

B. FIRE ON TARGET! . . . Targe being your cigarette, of course Gun table lighter surrounds you decor with rich atmosphere fron the colorful frontier days. Pull the trigger to "fire" its superior light er—refuel only occasionally be cause it holds a full barrel o fluid. Fine wood & metal, 10¼" long.
FRONTIER GUN LIGHTER (Z-08755B) **$4.98**

C. 60 FEET OF OUTDOOR LIGHTS WITH 40 BULBS! . . . More than ever before . . . almost twice as long as ordinary sets! Complete with washers, soldered base sockets, add-on plug & individual clips for attaching to branches. Wind, rain & weather-proofed. Safe electrical wiring; no fire hazard. 40 asst'd color C7½ lamps.
OUTDOOR LIGHT SET (Z-53553) **$8.98**

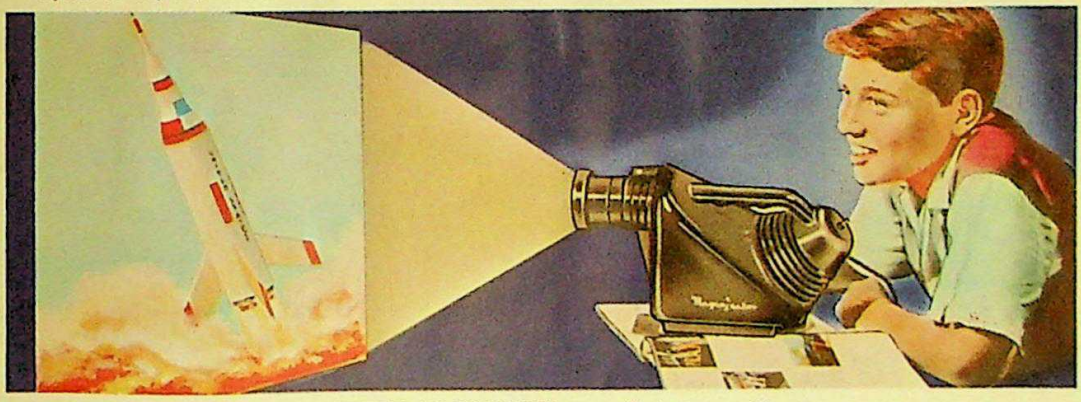
D. HOLIDAY CANDLE TRIMMERS (Z-52175) . . . Give any pair of candles a festive air with these charming trimmers. Create an exciting candleabra effect. Graceful brass spray slides over candle, holds a delicate Christmas ball at the end of each stem. The slightest breeze sets them shimmering in an array of rainbow colors. 24 assorted colored balls and 2 holders. **$1.49**

E. LIFESIZE ELECTRIC CLIMBING SANTA . . . Who's that climbing on your roof? Why, it's faithful old St. Nick, himself. Brilliantly colored, weather-resistant fibre-board material . . . illuminated by 8 electric outdoor lights; 3' x 4'; mount on chimney, roof, window. U.L. Approved cord.
Order: **CLIMBING SANTA ELECTRIC** (Z-10306B) **$3.9**
PLAIN (Z-51359) **$1.9**

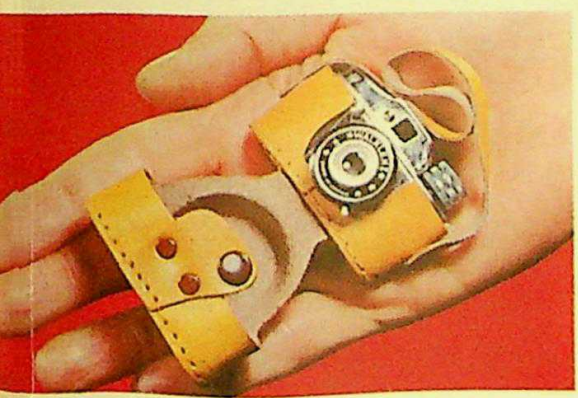
A. PRESIDENT PLATE . . . Shows 34 presidents . . $1.98
PRESIDENT & MRS. KENNEDY PLATE $1.00

B. CALCULATING MACHINE . . . Adds, subtracts, multiplies to 99,999,999 . . . . . 98¢

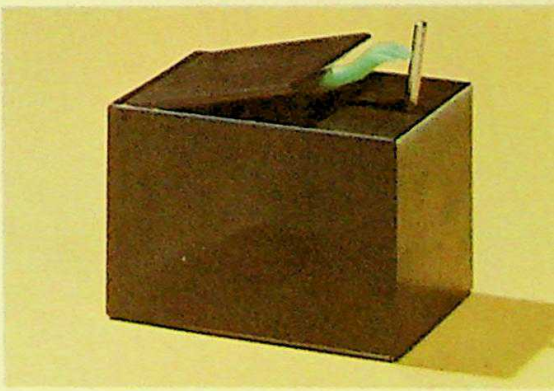
C. ELECTRIC BARTENDER . . . Real smoke pours from his ears $4.98



D. ELECTRIC MAGNAJECTOR . . . Projects any illustrated material to 4' x 3' $7.98



E. PALM-SIZE CAMERA & CASE . . . Takes clear, finely detailed pictures $1.25



F. MYSTERIOUS BLACK BOX . . . S-l-o-w-l-y a pale hand emerges $4.95

Spencer Gifts

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ATLANTIC CITY, N. J.

ATLANTIC CITY N.J.

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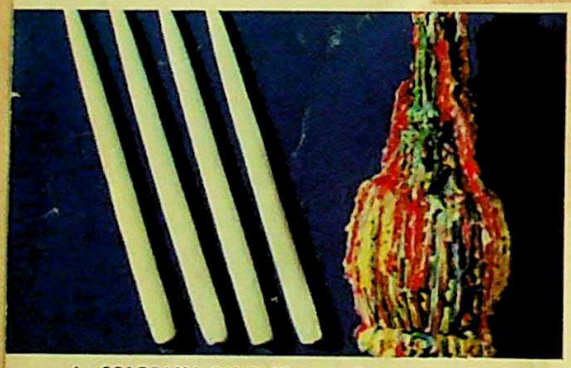
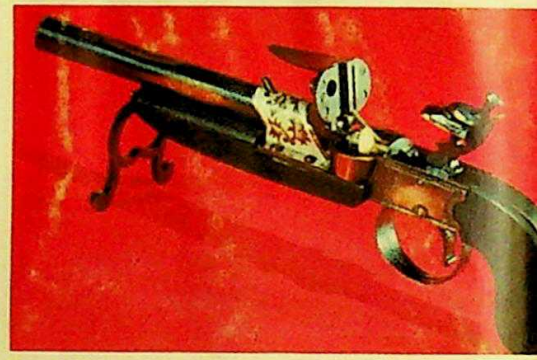
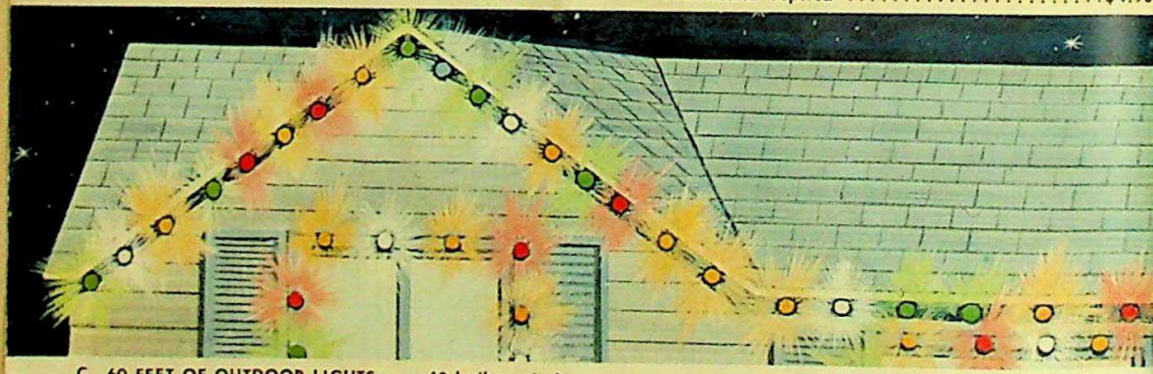


A. COLORAMA CANDLES.....Drip a cascade of many colors. Set of 4.....$1.00



B. FRONTIER GUN TABLE LIGHTER . . . Historical Americana replica $4.98



C. 60 FEET OF OUTDOOR LIGHTS . . . 40 bulbs; wind, rain, weather-proof $8.98

SEE PAGE 66 FOR DESCRIPTIONS

D. CANDLE TRIMMERS . . . Colorful ornaments create a candleabra effect $1.49

E. GIANT CLIMBING SANTA . . . Plain.....$1.98
Electrified $3.98